

# Vogue



ADVANCE TRADE EDITION  
SEE SECTION OPPOSITE PAGE 72

MILLINERY • FURS • FASHIONS FOR SCHOOL

AUGUST-15-1933  
PRICE 35 CENTS

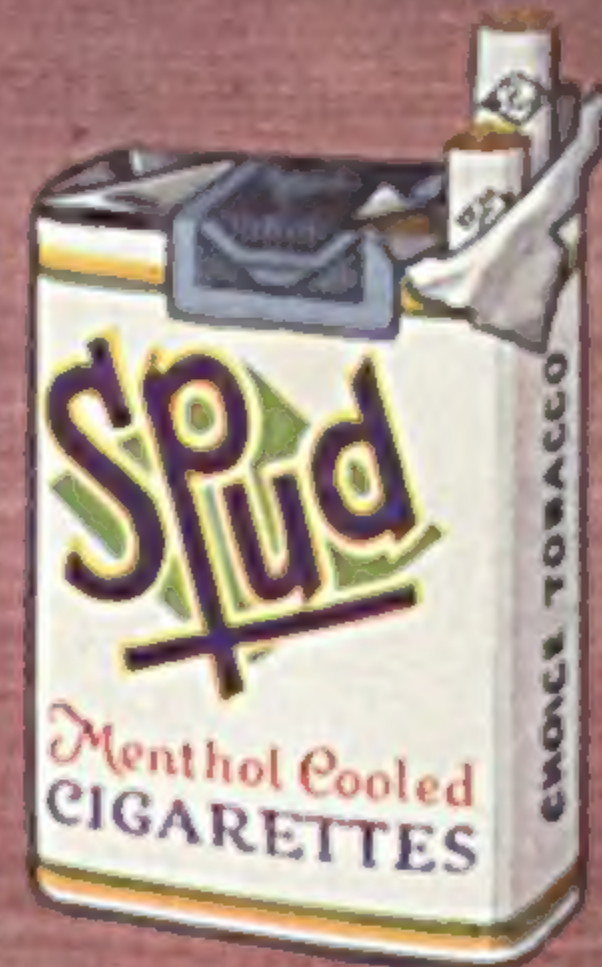




## SAILING DAY... *with Spuds*



Wherever chic internationals are on the move, there, too, go Spuds. Go abroad for the races, or the roulette . . . look on at Wimbledon, or the haute couture openings . . . hunt stags in Bohemia, or shoot across a Scottish moor . . . it's surprising, how often you find Spuds in smart cigarette-cases. For this throat-smooth, mouth-cool round of tobacco enjoyment is now accepted by the connoisseurs in pleasure as one of the good-time cigarettes of Europe. **SPUD MENTHOL-COOLED CIGARETTES**



**20 FOR 15c**

(25c IN CANADA)



"GOOD  
MORNING"...



How's your breath today?

Pleasant, you hope . . .  
use Listerine to be sure . . .  
deodorizes hours longer

What's the sense of guessing about the condition of your breath? Use Listerine and you know it will be pleasant, wholesome, and agreeable—beyond power to offend others.

Make it a habit of rinsing the mouth with Listerine on arising and before retiring—

and if you wish to be particularly careful, between times before meeting others. Such precautions are the mark of the fastidious person.

Listerine instantly overcomes halitosis (bad breath) because it immediately halts fermentation of tiny bits of food that the tooth brush has failed to remove from teeth or gums. Authorities say that 90% of mouth odors are traceable to this cause.

Do not expect instant or lasting deodorant effect from harsh,

"bargain-day" mouth washes. Repeated tests have shown that ordinary mouth washes cannot hide in 12 hours, mouth and breath odors that Listerine conquers instantly.

Keep Listerine handy at all times and when you want to be sure that your breath will not offend others, use it. Lambert Pharmaceutical Co., St. Louis, Missouri.



Before engagements

**LISTERINE**  
ends halitosis



# there is only One WAMSUTTA



WAMSUTTA MILLS  
Founded 1846  
New Bedford, Mass.

"I HAVE kept house in seven countries and have had, therefore, much experience in household furnishings. That is why I now import Wamsutta sheets for my apartment in Paris."

— Mrs. C. A. F. S., rue Boissiere, Paris

\* \* \*

THE fineness, smoothness and lasting econ-

omy of Wamsutta sheets have become an honored American tradition . . . and an international standard as well.

No matter where you go shopping, no matter how alluringly salespeople talk up their other sheets, no matter how many so-called "percales" there may be, here and abroad, you'll find there is only *one* Wamsutta.







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Photographed at B. H. MARSHALL'S STUDIO, WILMETTE

## THE DRINK THAT REFRESHES GETS IN THE SWIM



Sparkling, ice-cold Coca-Cola from a floating buffet in a swimming pool will buoy you up. Really delicious, it quenches thirst as nothing else can. It is more than just a drink. It's a very particular kind of drink, to give you a wholesome bounce back to normal when you're tired, to banish drowsiness and keep you alert. Serve it really ice-cold to get its full flavor and refreshment.





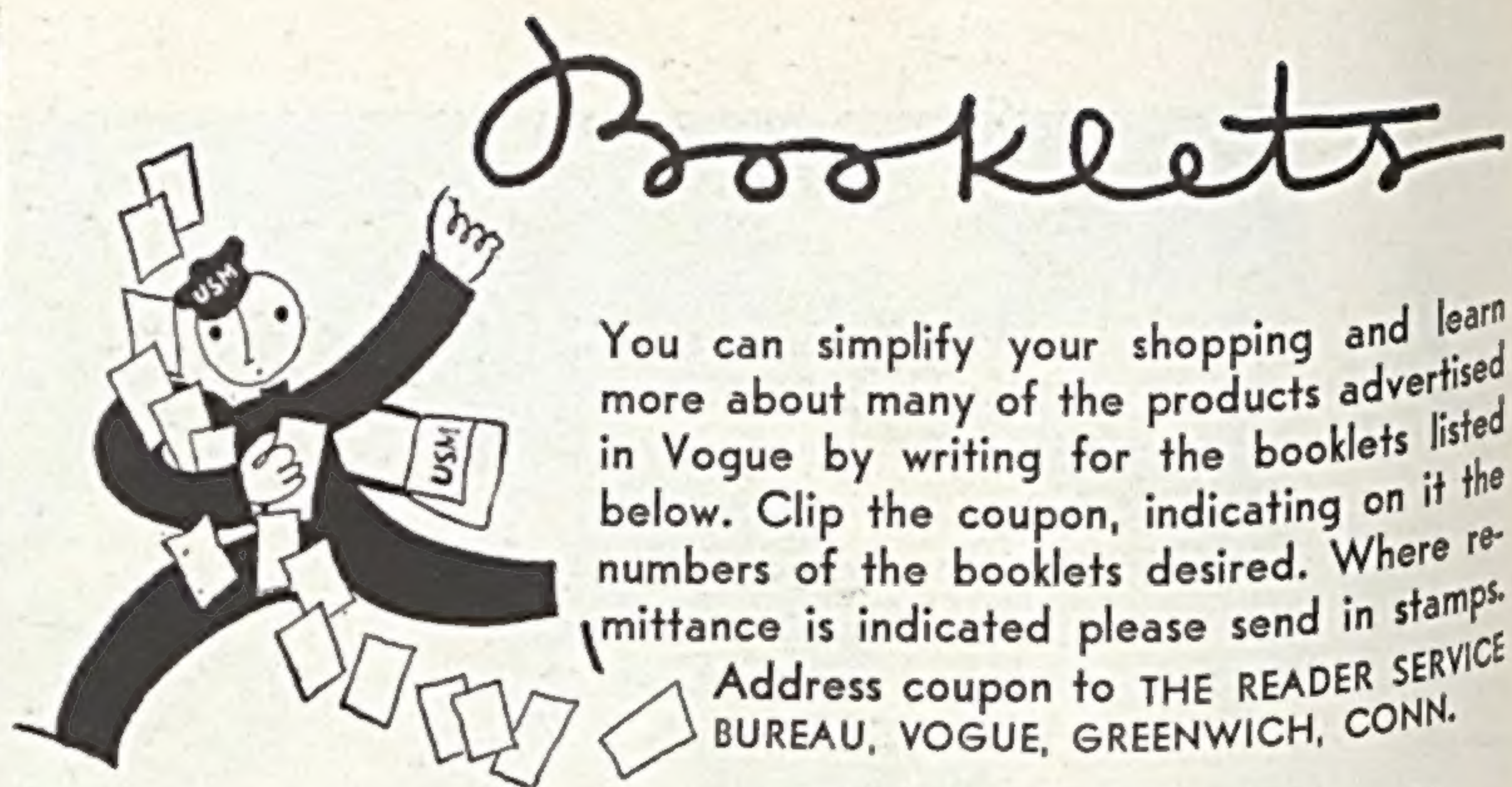
Look for this tag  
on merchandise  
in Vogue's Smart  
Economy pages.  
It assures your  
getting the orig-  
inal models se-  
lected by Vogue.

## Vogue's Smart Economies and where to purchase

The models shown in Vogue's Smart Economies (pages 50 and 51) may be purchased in smart shops in New York and throughout the United States including:

AKRON, OHIO M. O'Neil	EASTON, PA. Gier's, Inc.	PEORIA, ILL. Block & Kuhl Co.
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DAYTON, OHIO The Elder & Johnston Co.	OAK PARK, ILL. Marshall Field & Co.	WILKES-BARRE, PA. The Isaac Long Store
DENVER, COLORADO Daniels & Fisher Stores Co.		
DES MOINES, IA. Yunker Brothers, Inc.		

• If no shop in your city or shopping center is listed above, write to Vogue, 420 Lexington Avenue, New York City, and we will be glad to give you the address where the Smart Economy Models are available. Be sure to state exactly what model or models you are interested in. Enclose a stamped, addressed envelope.



You can simplify your shopping and learn more about many of the products advertised in Vogue by writing for the booklets listed below. Clip the coupon, indicating on it the numbers of the booklets desired. Where re-

mittance is indicated please send in stamps  
Address coupon to THE READER SERVICE BUREAU, VOGUE, GREENWICH, CONN.

### For your Vanity

168. CASNATI. Scientific care of the skin is the basis of these preparations, formerly confined to a private clientele. An informative and explanatory booklet gives interesting facts about the cause and treatment of skin conditions, and full description of Casnati preparations and methods. CASNATI DERM-ESTHETIC INSTITUTE, INC., 38 EAST 57TH STREET, NEW YORK, N. Y.

169. MARTIN FROM VIENNA—If you are thinking of a permanent, or just hair glorification. Booklet on request. MARTIN, 7 EAST 46TH STREET, NEW YORK, N. Y.

170. YARDLEY'S ENGLISH PREPARATIONS. "Complexions in the Mayfair Manner"—a free booklet. YARDLEY & Co., LTD., 452 FIFTH AVENUE, NEW YORK, N. Y.

171. POND'S. Choice of sample of new face powder (Light, Cream, Rose Cream, Brunette, Naturelle)—OR Pond's two creams, tissues and freshener; 10c for mailing. POND'S EXTRACT COMPANY, 110 HUDSON STREET, NEW YORK, N. Y.

172. ADMIRACIÓN—the soapless shampoo. 2-treatment bottle, 9c for mailing. NATIONAL OIL PRODUCTS CO., HARRISON, NEW JERSEY.

173. WOODBURY PREPARATIONS. "Loveliness Kit"—containing cold and facial creams, facial soap and new facial powder; 10c for mailing. Also advice on skin problems on request. JOHN H. WOODBURY, INC., ALFRED STREET, CINCINNATI, OHIO.

174. KATHLEEN MARY QUINLAN. Treatment booklets for home care. KATHLEEN MARY QUINLAN, 655 FIFTH AVENUE, NEW YORK, N. Y.

175. ELIZABETH ARDEN. Booklets describing the Arden preparations, on request. ELIZABETH ARDEN, 691 FIFTH AVENUE, NEW YORK, N. Y.

176. DOROTHY GRAY. Free booklet describing preparations and their uses. DOROTHY GRAY, 683 FIFTH AVENUE, NEW YORK, N. Y.

177. KRUSCHEN SALTS. Free booklet giving vital points on how to youthen and beautify one's self. E. GRIFFITH HUGHES, ROCHESTER, NEW YORK.

### For your Household

178. HALES BEDS. Illustrated booklet of period reproductions, with prices. HALES, 420 MADISON AVENUE, NEW YORK, N. Y.

179. KITTINGER FURNITURE. "The Charm of a Livable Home"—a free booklet giving interesting suggestions for harmonizing and beautifying rooms. KITTINGER, 385 MADISON AVENUE, NEW YORK, N. Y.

180. TREASURE SOLID SILVER. A wide variety of beautiful designs that are kept in stock so that they can be added to from year to year. "The Modern Way to Choose Silver" is a helpful booklet, available on request. ROGERS, LUNT & BOWLEN, GREENFIELD, MASS.

### For your Wardrobe

181. VANITY CUSTOMODE SHOES. A comprehensive illustrated booklet describing a

complete collection of hand made shoes for every purpose, designed in the new trend to rounder toes. Mail orders filled. VANITY CUSTOMODE SHOES, 576 MADISON AVENUE, NEW YORK, N. Y.

182. SHOECRAFT. "Fitting the narrow foot"—sizes to 11—widths AAAAA to C. Style booklet on request. SHOECRAFT, 714 FIFTH AVENUE, NEW YORK, N. Y.

183. PARISIAN BOOTERY. Short vamp, round toed shoes, hand sewn. Sizes 1-9, widths AAA to D. Booklet on request. PARISIAN BOOTERY, 717 FIFTH AVENUE, NEW YORK, N. Y.

184. S. V. M. HOSIERY—made with the accordion foot which prevents wrinkles and insures fit. "Accordion Foot Hosiery Size Chart" sent on request. SCHUYLKILL VALLEY MILLS, INC., SPRING CITY, PENNSYLVANIA.

185. FLEKES. Foundation garments of Lastex, featuring "Twin-Control". Style booklet on request. ARTISTIC BRASSIERE COMPANY, INC., 37 WEST 37TH STREET, NEW YORK, N. Y.

186. PERFOLASTIC REDUCING GIRDLE. Booklet, samples of rubber, and details of ten-day trial offer. PERFOLASTIC, 41 EAST 42ND STREET, NEW YORK, N. Y.

187. MAIDEN FORM BRASSIERES AND GIRDLES. Free style booklet. MAIDEN FORM BRASSIERE CO., INC., 245 FIFTH AVENUE, NEW YORK, N. Y.

188. JANTZEN BATHING SUITS. "Jantzen's Answer to Nude Bathing for Ladies"—a style booklet illustrating models made of three new fabrics, sent on request. JANTZEN KNITTING MILLS, PORTLAND, OREGON.

189. B. V. D. SURF SUITS. A wide range of styles and colours. Name of your nearest dealer on request. B. V. D. CO., INC., EMPIRE STATE BUILDING, NEW YORK, N. Y.

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### For your Vacation

192. "DUDE RANCH" VACATIONS—Album of Montana-Wyoming guest ranches, sent on request. E. E. NELSON, 169 NORTHERN PACIFIC RAILWAY, ST. PAUL, MINNESOTA.

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### Miscellaneous

194. FOR YOUR DOG. Terrier Trimming Chart. Complete instructions how to pluck, strip, trim, groom and condition all terrier breeds. Describes terrier build and anatomy. 21 illustrations. \$1.50 Mounted. J. C. BULL, INC., 101 PARK AVENUE, NEW YORK, N. Y.

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NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



"Haven't you heard about

the Shoes that

*fit the foot  
in motion?"*



Tongues are wagging... In the world of feminine footwear a thrilling thing has happened. Static fit — *store fit* — has been outlawed! In every section, smart women are acclaiming the new Foot Saver Shoes—the only shoes built on "Free Walking" lasts to fit the foot *in motion*!

Slip on a pair of the new Foot Savers. Step out and *walk*! Notice how quickly your feet respond. No more of that awful tired feeling. No more cramped muscles and aching joints. Foot Saver Shoes turn back the years...make your feet feel young and alive!

Only in Foot Savers do you get the Foot Saver patented inbuilt construction which makes possible a perfect fitting of arch and heel... shoes that fit the walking, flexing, *active* foot as perfectly as the foot at rest.

And *light*! In these slender shoes you'll feel as if your feet have wings... Foot Saver styles for fall are more ravishing than ever, with smartness and dash in every youthful line. They are priced to enchant your very thriftiest instincts, and will be found at the better Department and Shoe stores. Send for illustrated booklet of New Fall Styles.

Foot Saver Shoes are made by  
**THE JULIAN & KOKENGE COMPANY**  
280 South Front Street, Columbus, Ohio  
Makers of Women's Fine Shoes for more than 40 Years

**Foot Saver Shoes**  
*foot insurance for the future*

MEN'S FOOT SAVER SHOES MANUFACTURED BY COMMONWEALTH SHOE AND LEATHER COMPANY, WHITMAN, MASS.

**Brantley**



**Dolphin**  
Design Registered



**Garfield**



COSTUMES BY BEST & CO.



# SEW YOUR WAY TO CHIC

WHEN a survey of your closet reveals the fact that you have scarcely a rag which really looks like Autumn, '33—be not dismayed. Consider Vogue Patterns—and the clothes they help you create. Opposite, there's a small sample of Vogue's Fall crop of designs. To see them all, go to any store listed here. They have counter books which show you every single Vogue Pattern.

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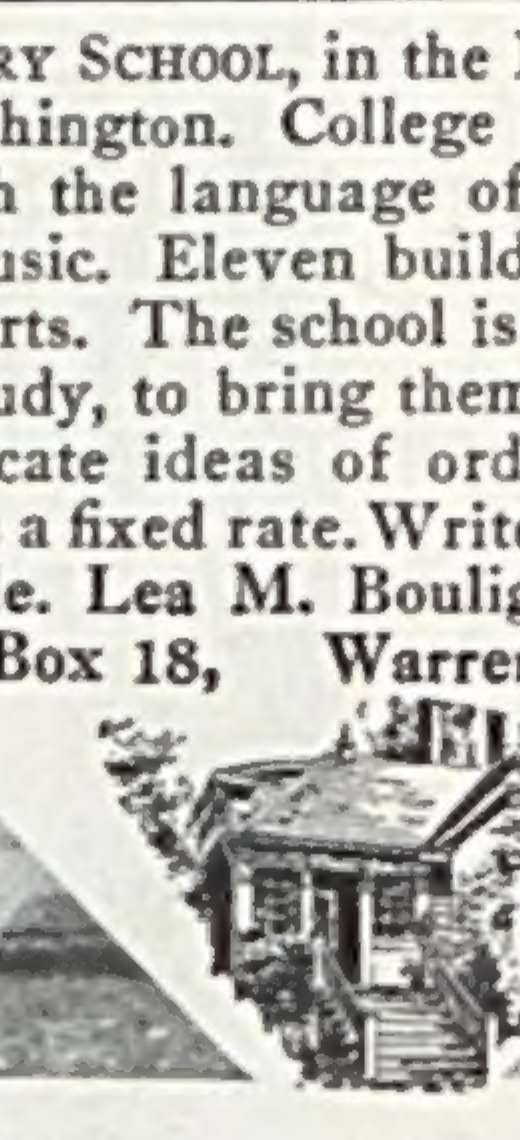

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**Hitchcock**—On June 29, to Mr. and Mrs. Thomas Hitchcock, junior, (Margaret Mellon), of New York City and Port Washington, Long Island, a daughter.

**Iszard**—On June 27, in New Milford, Connecticut, to Mr. and Mrs. Beverly R. Iszard (May Louise Toussaint), of Flushing, Long Island, a son, Mayhew Ridgeway Iszard.

**Scandrett**—On June 26, to Mr. and Mrs. Richard B. Scandrett (Mary E. Landenberger), of New York City and "Sotobed," Idlewild, New York, a son, Dwight Morrow Scandrett.

## AKRON, OHIO

**Davis**—On June 30, to Mr. and Mrs. Poncet Davis (Katherine Stillman), a daughter.

## BINGHAMTON

**Keeler**—On July 5, to Mr. and Mrs. Charles Addison Keeler (Esther Montgomery), a son, John Montgomery Keeler.

## BOISE, IDAHO

**Rheas**—On June 22, to Mr. and Mrs. R. Stanley Rheas (Doris Lippincott), a son.

## BOSTON

**Coolidge**—On July 4, to Mr. and Mrs. John Washburn Coolidge (Helen Seymour), of "Norwell House," Cohasset, Massachusetts, a son, John Washburn Coolidge, junior.

**Harkness**—On July 1, to Mr. and Mrs. Robert B. Harkness, junior, (Alison Hardy), of Cambridge, Massachusetts, a son, Charles Hardy Harkness.

**Wickware**—On June 26, to Mr. and Mrs. Francis Sill Wickware (Katherine Stirling Dana), of New York City, a son, Dana Sill Wickware.

## BUFFALO

**Shober**—On July 4, to Mr. and Mrs. Pemberton H. Shober (Georgiana F. Harris), a son.

## CHARLESTON, WEST VIRGINIA

**Avis**—On May 12, to Mr. and Mrs. Samuel Brashear Avis (Lillian Latimer), a daughter, Lillian Addison Avis.

**Johnson**—On May 31, to Mr. and Mrs. Clarence Bardwell Johnson (Florence Avis), a son, Rodolph Lewis Johnson.

## CINCINNATI

**Tietig**—On June 11, to Mr. and Mrs. Arnold Tietig, third, (Elaine C. Flach), a daughter, Elaine Carew Tietig.

## COLUMBUS, OHIO

**Morrison**—On June 22, to Dr. William Morrison and Mrs. Morrison (Elise Hoster), a daughter, Martha Patricia Morrison.

**Vorys**—On June 4, to Mr. and Mrs. John Vorys (Lois West), a daughter, Mary Vorys.

## DALLAS

**Munger**—On June 12, to Mr. and Mrs. Stephen Ingham Munger, junior, (Corinne Kelly), a son, Dexter Gaylord Munger.

## DULUTH

**Davidson**—On June 16, to Mr. and Mrs. Otto C. Davidson (Virginia Hearding), of Rochester, New York, a son, Otto C. Davidson, junior.

## FALL RIVER

**Durfee**—On June 13, to Mr. and Mrs. Bradford Chaloner Durfee (Rhoda Thompson), of Tuckahoe, New York, a daughter, Cynthia Slade Durfee.

## KANSAS CITY

**Findlay**—On June 30, to Mr. and Mrs. David Beals Findlay (Harriet Lindsay Jones), a son, David Beals Findlay, junior.

**Freeman**—On May 28, to Mr. and Mrs. George Bernard Freeman (Jane M. Newman), a son, George Bernard Freeman, junior.

**Morehouse**—On June 23, to Mr. and Mrs. Richard Andrew Morehouse (Martha Moore), a daughter, Mary Morehouse.

## MEMPHIS

**Crawford**—On July 7, to Mr. and Mrs. Claude Crump Crawford (Frances Stratton), a daughter.

**Humphreys**—On July 5, to Mr. and Mrs. James Herbert Humphreys (Carolyn Stockley), a son.

## PHILADELPHIA

**Gamble**—On June 27, to Mr. and Mrs. James K. Gamble, junior, (Katharine Clark), of Overbrook, Pennsylvania, a son.

## BIRTHS

**McCandless**—On July 1, to Mr. and Mrs. Henry I. McCandless (Elizabeth C. Hamilton), of Chestnut Hill, Pennsylvania, a daughter.

**Pew**—On June 28, to Mr. and Mrs. Arthur E. Pew (Mary Elizabeth Elliott), of "Springbrook Farm," Bryn Mawr, Pennsylvania, a son, Arthur E. Pew, third.

**Scott**—On June 29, to Mr. and Mrs. Ernest Scott (Lydia W. Tunis), of "Boxwood Cottage," Devon, Pennsylvania, a daughter, Diana Scott.

**Sellers**—On June 24, to Mr. and Mrs. William Sellers (Helen Scott Chance), of "Black Oak Farm," Media, Pennsylvania, a son.

## SAINT JOSEPH, MISSOURI

**Douglas**—On July 5, to Mr. and Mrs. Stephen Ralph Douglas (Katherine Sprague), a daughter, Jane Elizabeth Douglas.

## SPRINGFIELD, MASS.

**Adams**—On June 7, to Mr. and Mrs. William Bradford Adams (Emily Haynes), a son, Robert Swift Adams.

**Baldwin**—On June 11, to Dr. Edward Houghton Baldwin and Mrs. Baldwin (Marguerite Swett), a daughter, Nancy Nute Baldwin.

**Benjamin**—On June 4, to Mr. and Mrs. Donald A. Benjamin (Hazel Chapman), a daughter, Eleanor Benjamin.

## TORONTO, ONTARIO

**Clarke**—On July 8, to Mr. and Mrs. Douglas R. Clarke, a daughter.

**McPherson**—On July 5, to Mr. and Mrs. Edmund B. McPherson (Annette Blakie), a daughter.

**Osler**—On July 8, to Mr. and Mrs. B. B. Osler (Barbara Greene), a son.

**Taylor**—On June 7, to Mr. and Mrs. A. Banfield Taylor (Marjorie Young), a daughter.

**Walker**—On May 25, to Mr. and Mrs. Gerald Walker (Helen Wright), a daughter.

**Woodbridge**—On June 14, to Mr. and Mrs. John Murray Woodbridge (Margaret Chapman), a daughter.

## UTICA

**Engels**—On June 21, to Mr. and Mrs. John Engels (Josephine Callendar), a daughter, Henrietta Engels.

**Zeigler**—On June 21, to Mr. and Mrs. Frederick Zeigler (Alice Cantwell), a son, Henry Zeigler.

## ENGAGEMENTS

## NEW YORK

**Mixsell-Schuyler**—Miss Mary Boileau Mixsell, daughter of Dr. Harold Ruckman Mixsell and Mrs. Mixsell, of New York City and "The Rocks," Darien, Connecticut, to Mr. Philip Van Rensselaer Schuyler, junior, son of Mr. and Mrs. Philip Van Rensselaer Schuyler, of New York City and Plainfield, New Jersey.

**Page-Heeks**—Miss Lucia Bell Page, daughter of Mr. and Mrs. Cecil Page, of New York City, to Dr. William Garland Heeks, of New York City, son of Mr. and Mrs. William Heeks, of Concord, Massachusetts.

**Starring-Meyer**—Miss Carolyn M. Starring, daughter of Mr. and Mrs. David Swing Starring, of New York City and "Ardara Farm," Greens Farms, Connecticut, to Mr. John Edward Meyer, junior, son of Mr. and Mrs. J. Edward Meyer, of Great Neck, Long Island.

**Taylor-Nichols**—Miss Barbara Whitall Taylor, daughter of Mr. and Mrs. F. Carroll Taylor, of Noroton, Connecticut, to Mr. Osgood Marsh Nichols, son of Mr. and Mrs. J. Osgood Nichols, of Short Hills, New Jersey.

**Vought-Henshaw**—Miss Elizabeth Douglas Vought, daughter of Mr. and Mrs. Douglas Vought, of South Norwalk, Connecticut, to Mr. Richard Townsend Henshaw, junior, son of the Reverend R. Townsend Henshaw, Rector of Christ's Church, Rye, New York.

**Whigham-Young**—Miss Sybil Whigham, daughter of Mr. and Mrs. Henry James Whigham, of New York City, to Mr. Robert B. Young, son of the late Mr. and Mrs. Robert Percy Young and nephew of Mr. and Mrs. William C. Langley, of Westbury, Long Island.

## BOSTON

**Carter-Maclaurin**—Miss Elfriede Carter, daughter of Mr. and Mrs. Hubert L. Carter, of Newtonville, Massachusetts, to Mr. William Rupert MacLaurin, son of Mrs. Richard Cockburn MacLaurin, of Boston, Massachusetts.

## CINCINNATI

**Nelson-Morrison**—Miss Ruth Nelson, daughter of the Reverend Frank H. Nelson and Mrs. Nelson, to Mr. Thomas Morrison, son of Mr. and Mrs. James Morrison.

**Stewart-Taylor**—Miss Irene Stewart, daughter of Mr. and Mrs. James G. Stewart, to Mr. John Taylor, son of Mr. and Mrs. Walter Taylor.

(Continued on page 66)

## NAME TAPES

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**THIS** advertising service brings to Vogue readers an amazing collection of real estate values—the best in years—the best for years to come. Here are listed for your convenience apartments, maisonettes, town and country houses of unusual scope and distinction. Each home advertised on this page embodies that perfection demanded by the women who shop Vogue before they shop elsewhere. We know this to be true by personal investigation. Vogue's Real Estate Department is ready to serve you at any time.

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# Vogue covers the town

## Fresh-air fun



Road-house is an ugly name for a grand idea, but there seems to be no other term for place-to-dine-or-dance-in-the-near-out-of-town. Not to quibble, here are a few good bets for that city-midsummer-evening yen to be off the streets of New York and racing out to God's greenery to eat.

For dancing, the Riviera on the Hudson—just above the George Washington Bridge, on the other side—is first-rate. Good food and a really exciting view are thrown in with it.

In the same neck of the woods—further up the river, this side of Sneed's Landing—is the Petit Pavilion, where you can concentrate on the pleasures of the palate in real country silence, intensified by the gulping of frogs or the humming of insects.

If you have a sentimental preference for Long Island, you can dash down to Henri's at Lynbrook, near Long Beach, where the food is known to be wonderful.

And don't forget the Westchester Embassy Club, out Armonk way and described in a previous issue.

## Roof-Gardens

New Yorkers without their roof-gardens in summer-time would be as lost as Parisians without their restaurants in the Bois. Fortunately, we are not without them—in fact,

there are more than ever to tempt us this year. Here are some favourites and their attractions:

Astor: music by Ben Cutler and his

"Society Orchestra" . . . table d'hôte dinner, under \$2; small cover charge.

Biltmore Hotel: (Cascades) music by Harold Stern's orchestra and Señor Alfredo Jameswirth's Marimba band, revue from the Miami Biltmore, featuring Ann Pennington . . . table d'hôte dinner about \$2.50, with no cover charge . . . the revue comes on both for dinner and supper.

Saint Moritz: (Sky Garden) music by Leon Belasco's two orchestras, the Continental and Russian Gipsy Ensemble . . . Thursday night is gala night, with notables from the theatre world . . . table d'hôte dinners at approximately \$2 and under; small cover charge on week nights for supper, more on Saturday.

Waldorf-Astoria: music by Jack Denny's orchestra, alternating with Xavier Cugat's tango orchestra, which has been playing at the Coconut Grove in Hollywood . . . Margo, the Spanish dancer, also from the Coconut Grove, is appearing at supper . . . the cover charge for supper is about \$1.50.

Pennsylvania Hotel: music by Phil Harris and entertainment by Leah Ray . . . small cover charge for supper week nights; slightly more on Saturdays and holidays.

Hotel Pierre: Music by Henry King and the Hotel Pierre orchestra . . . there is a dance team, Dario and Diane, appearing nightly, and also Ernest Charles, who sings and plays . . . table d'hôte dinner around \$2.50 . . . not-too-expensive supper cover charge after 10:30.

Bossert Marine Roof: (Montague and Hicks Streets, Brooklyn), music by Freddy Martin . . . table d'hôte dinners, about \$2 and under . . . cover charge after 10 p.m.

• If you are a lone man—or woman—imprisoned in the great city in a maid-

less apartment and tired to death of restaurant eating, here's an idea for a dinner at home some sultry evening. Order from Jean, the Caterer, some green-turtle soup in jelly, which is a mouth-watering specialty of his; follow it up with some rare dish—hot or cold—either from Jean or from Voisin, who send things complete with waiter, chafing-dish, and all the fixings; and finish up this dinner de luxe with some Schrafft ice-cream, than which there is no creamier or more delicious.



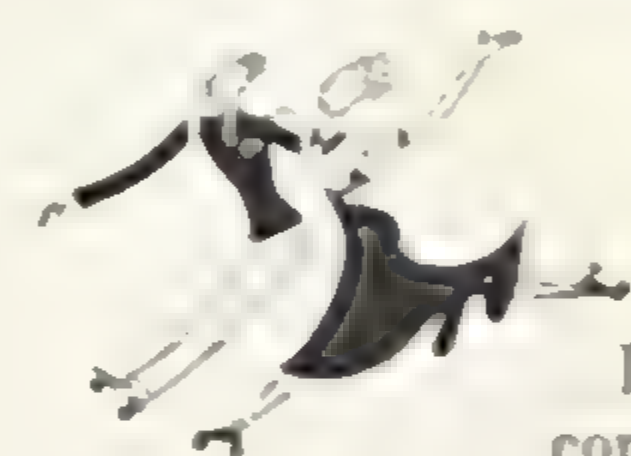
## Highbrow service

Speaking of Schrafft's, one of the nicest times to eat at one of their branches is after eight p.m.

There is no crowd, and you are waited on by college boys from Columbia, New York University, and Fordham. Girls, it seems, are not allowed to serve after ten p.m., so Schrafft's kills two birds with one stone by providing poor college boys with change and patrons with sympathetic and efficient service. The only trouble is that one is tempted to ask the youthful waiter what he thinks of the gold standard, or the relative merits of Hemingway and Faulkner.

• If you haven't already heard of the Actors Dinner Club, here's your chance to learn about this excellent venture. It was formed primarily to give the hundreds of jobless and starving actors in the city at least one square meal a day; and this is the way the Committee—run largely by Miss Bessie Beatty, Miss Selena Royle, and William Sauter—went about it. After trying a variety of places, they hired a large room at the Hotel Woodstock

at Forty-third Street West—, filled it with tables, and turned it into a restaurant open to the public nightly after five-thirty. Jobless actresses wait at table, jobless actors rush about as bus-boys, and well-known Thespians of both sexes put on a cabaret during the dinner—vaudeville, dance-turns, monologues, songs. For all this intentional and accidental amusement, and for a good simple dinner, you pay only about a dollar—half of which goes to feed a destitute actor, next to whom, incidentally, you may be sitting at table. You are, in fact, surrounded by stage-folk, from Daniel Frohman, who frequents the Club, to a former Spear-Holder in a Shaksperian mob. Actors of the dazzling rank of Ethel Barrymore and Ed Wynn occasionally donate their services for the entertainment; and ex-chorus girls abound. We advise you to get to the Woodstock early. It isn't hard to fathom why the place is mobbed, both by enthusiastic patrons and by the accredited and investigated jobless of the theatre.



## Age of innocence

If you want to be convinced that the age of innocence has returned (and spend an innocent hour yourself, incidentally) stroll through Central Park some balmy evening. You will see the world and its aunt roller-skating—up and down, backing and filling, grape-vining, weaving, bumping, arm-in-arming. There's something definitely touching about the youth of this high-living country roller-skating—and liking it!

Eye-witnesses have testified, too, to groups of the Peepul on the lawns dancing to the strains of a concertina, in true peasant fashion. "FLANEUR"

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# AROUND THE WORLD

IN THE

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That this trip happens to lead through one of the loveliest parts of the world is a most agreeable detail, but if it merely made the circuit of the Poles, I would still be on board the ship."

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(Singapore, Penang)  
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(Mombasa\*, Zanzibar\*)  
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## V O G U E

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MILLINERY · FURS  
FASHIONS FOR SCHOOLCover in colour photograph by  
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## MILLINERY

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AUGUST 15, 1933

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# Vogue's

**Eye view of the mode**



ON COVER—REBOUX HAT (SAKS-FIFTH AVENUE)

THAT hat above (also shown on the cover) was made by Reboux especially for Saks-Fifth Avenue, and it shows two outstanding fashion trends—the miner's cap idea and the use of two shades of one colour on a hat; in this case, red velvet. It also proves that height can be made young. Matching it is the novel scarf-gilet, with sable-edged wings crossing in front. The gloves—somehow Robin-Hoody—are long and wrinkled and sable-coloured (from Dina). Richness of fabric, warmth of colour—these are paramount for winter.

- At the left, Shop-hound is to be seen en route from Hilltop Kennel to the Century of Progress in Chicago, via the *Twentieth Century*. You can read about all the exciting things she saw, in the article on pages 52 to 55.
- Seals have had a wonderful time in recent years, balancing balls on their noses and blowing anthems at circuses. That was, in fact, almost all they were good for—except blubber, and who wants blubber? But now, once more, the poor amphibian will be used by the thousands for the adornment of smart ladies. For sealskin is back. Sealskin is handsome. Sealskin is warm. Sealskin is perfect for the swagger type of coat. And sealskin goes well with the new opulence. You will see some examples of coats made of this revived fur if you turn to pages 42 and 49.



- Right in the midst of a return to 1910 frou-frous, a few smart Parisiennes are showing their independence by wearing gowns as classic as the one shown at the left—a madonna-blue crépon evening dress that Monsieur Marcel Rochas designed for his beautiful wife to wear to the Ballets at the Théâtre des Champs-Élysées.

- Below, you see a child taking its first steps towards chic. If you read between the steps, you can guide its feet from the garments of extreme youth (see pages 36 to 39 and page 60) to those of the college era (see page 51).







CECIL BEATON

## MRS. PRICE POST

Universally known as Emily Post, arbiter on all things social, Mrs. Post is a typical example of the modern woman who has turned her own special forte into a successful profession. When she is not in her charming New York apartment, busy with matters of etiquette, writing articles for newspapers and magazines, lecturing in and about town, or talking over the radio, she runs away to an enchanting little cottage shut away behind a white picket fence on Martha's Vineyard.





MARIA GUY (BERGDORF GOODMAN)

AGNÈS (MILGRIM)



REBOUX (YVONNE GANNE)

## Hats are trimmed

ALL the new hats are trimmed! For the most part, they are very discreetly trimmed. A little pompon, a tiny curl of ostrich plume, a nimble arrangement of ribbon, of flowers, or a fantasy, made of anything you can think of, is always present. These indicate the beginning of the era of trimmed hats, and it is obvious that trimming will go very far—and in a very short time. For using trimming is like eating chocolates—once one starts, it is hard to stop.

Most of the new hats have a leaning towards brims, even when they have not developed actual brims. The berets are big enough and soft enough to shade the face—at least, on one side—and can be turned up or turned down in various ways. There are no end of discreet little hats with discreet little brims worn straight and well down over the nose, instead of on one side. That is the line for many of the small brimmed hats. But the big brimmed hats—with a brim that is straight or turned up, and not of the mushroom variety—are frankly big brimmed hats.

These big hats are the most exciting in Paris. They make one think of furs worn with bunches of violets, and of lovely ladies of a former generation. Those ladies had muffs and veils, which were gathered in, sometimes, under the chin—and surely these, too, will reappear—muffs, violets, veils, dripping ostrich plumes, and all. These big hats, worn on the small heads of to-day (a new note in a revived fashion) are very flattering, because they make the small head look

even smaller—still an important point. So enter the romantic lady with the big hat—the lady whose profile appears and disappears, the lady who turns her head away to be tantalizing. (One wonders if she will take to tight-fitting gloves, which have, as a matter of fact, already made their appearance?)

Rose Descat's berets are among those that have grown up with a vengeance. They are like mammoth specimens of familiar flowers—they are like the famous calla-lilies of Rome that make those anywhere else look insignificant. But these overgrown berets have endless possibilities. In some cases, they seem to have been pushed over by the wind to make a big visor over the left eye. (You can see one at the lower left on page 19.) Or, again, they produce a sort of brim that can be turned up in front. One of these, at Rose Descat's, is made of dark brown velvet and is most amusing because it is a hat that can be worn in two ways. All her hats are very soft—a note very much in the current mode. And it is obvious that dark green and brown velvet berets will be worn with black coats and tailored suits for morning wear, breaking the rule of the black hat with the black costume.

One of the most unusual hats of the season was made by Rose Descat. It is a rather small, tight-fitting beret worn a little to one side (but not all hats are worn as much to one side as formerly), made of black antelope, and trimmed with a lovely paradise feather, which curls around the head and lies flat over the hair at the back, covering the most exposed part of the hair. It couldn't be more chic! (No doubt you are saying—"Why tell us about paradise, when we are not allowed to have it in America?" But you can have an excellent imitation of it—and so be suspected by everybody, except the customs officials.)

- Above is Maria Guy's squared-off version of the stocking-cap, of Rodier's black jersey and satin ribbon
- Madame Agnès herself is wearing "Vogue"—her novel "silk hair" hat. The "hair"—made out of frayed ribbon to match her grey hair—covers the grey felt crown
- In "Nénette," Reboux puts a feather in her trim white fabric cap—a chic little curl of soft aigrettes



At Reboux's, the big, flat-brimmed, black velvet hat trimmed with ostrich feathers in two colours has appeared. Another big hat of dark green velvet, with a real crown and a brim that dips at back and front, is trimmed with a short, curled ostrich feather perched like an Indian maharajah's aigrette in the centre of the crown in front. This has been made for the Comtesse Georges de Castellane and is in the category of the new romantic hats. Reboux's brims, when she has brims, are of all sizes. No matter how small the hat, they all suggest a brim, except in the hats obviously inspired and adapted from the Scotch bonnet or Basque beret. And all are trimmed with feathers, flowers, ribbons, or fantastic little ornaments.

One of the best of the new hats, so far, is Reboux's hat called "Marquise de Paris"—for it was made especially for that very chic lady. It is a hat for morning wear, of grey felt with a narrow brim that is turned over at the edge. The crown is higher in back than in front, where it is a little bit crushed down and held by a flat formal trimming of grosgrain ribbon in a slightly darker colour than the felt. It is a perfect hat to wear with a tailored suit or travelling costume.

Maria Guy's hats are really complicated dressmaking, like Vionnet's dresses, and this season they are "worked" in a more interesting way than ever. Also, they are made of a variety of absolutely new fabrics from Rodier and other big houses. These new fabrics are given the same

importance that they have in the field of dressmaking. In movement, Maria Guy's hats have that wind-blown look that has pushed everything, including the peak of the hat, from the back over the right eye—as though at any moment it might become top-heavy and tumble over. She is the first person to use monkey fur that is "set" so that it can be manipulated into wonderful arrangements of hair or feathers. She has one hat made entirely of monkey fur—you will see it in the Erickson sketch on page 20. It is an accomplishment of sheer genius. Also, she has used wisps of monkey fur to look like feather trimming. She, too, has a big-brimmed hat made of striped panne velvet with a brim that turns up, and among the many new stuffs that she uses is a water-proof velvet.

Many of the hats in the new Talbot collection are inspired by those worn by the Florentine page boy in the Middle Ages. You will see one of these illustrated on page 19—its close-fitting crown bound by a padded roll, with a little quill sticking up at one side. Still another of her hats is inspired by the Egyptian head-dress that recedes from the forehead and is turned back to make a triangular flap at the side of the head. This is made of felt and is shown at the lower right on this page. This hat has a great ornament of ancient workmanship studded with big coloured stones that gives great chic. Other hats by the same designer have narrow, rolled brims supporting flower-like arrangements of feathers—such as pink feathers on a black hat—and have gloves made of panne velvet to match.

Madame Agnès is very proud—and rightly—of her invention of silk hair. It is really a silk ribbon, about four inches wide, out of which grows curly fringe—like hair, in all colours, including the right colour of grey hair, yet obviously not an (Continued on page 71)



TALBOT (BERGDORF GOODMAN)—THE TOQUE WITH THE "PUSHED-OVER" LOOK

MARIA GUY (BEST)—A BISHOP'S TOQUE

SUZY (DOBBS)—GREY FELT

TALBOT (LA MODE CHEZ TAPPÉ)





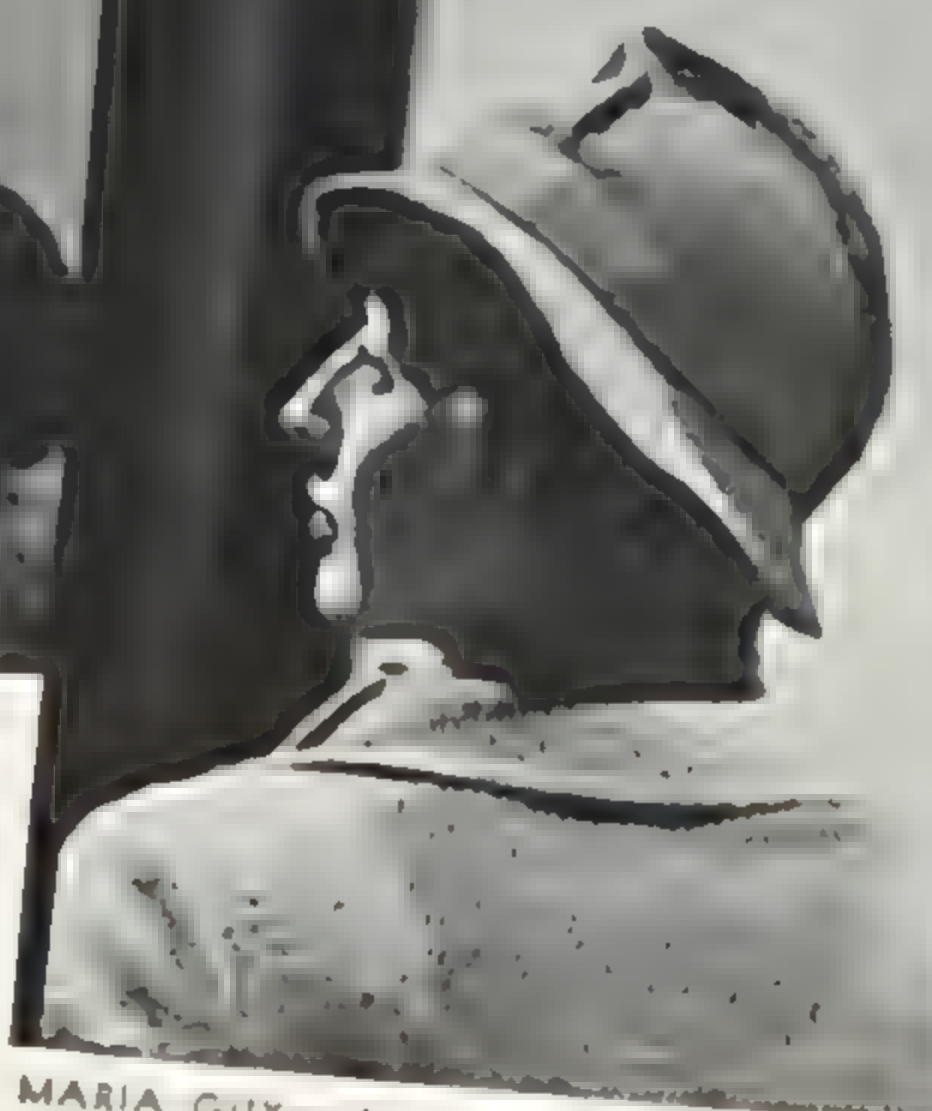
REBOUX (JAY-THORPE)—THE NEW PEAK IN A BLACK ANTELOPE HAT



TALBOT (BERGDORF GOODMAN)—THE BLACK VELVET "PAGE-BOY" HAT



BOURBON (MILGRIM)



MARIA GUY—A PEAKED SPORTS HAT



DESCAT (JAY-THORPE)—THE VELVET BERET



VALOIS (BENDEL)—THE CRESTED TOQUE



PATOU (SAKS)—FEATHERS





MARIA GUY HAT (BENDEL) • MAGGY ROUFF MUFF

## FEATHERS ARE FLYING

Feathers shooting up in the air—or out or around—this is the trend in millinery. Maria Guy, famous for the uncopiable cleverness of her hats, gets this effect—not with actual feathers, but with monkey fur, “set” in some mysterious way so that it looks exactly like real birds’ plumage. “Sauvage,” shown here, is a flyaway toque made of this unexpected stuff, mounted on a net crown and trimmed with a white grosgrain bow high at the back. With a big, flat muff of monkey fur, it is charming for afternoon wear





REBOUX HAT (ALTMAN) • WEIL FUR

A hat to give you a thrill—because of its size and its feathers. Lucienne, Reboux's master designer of headgear, created it, and it's taking the smart set of Paris by storm. It's all of black velvet with pleats in the crown, and lemon-yellow and black fronds of ostrich drip all around the brim, with a curly end sticking up in the back. You'll want a big velvet hat in your winter wardrobe, for no hat is smarter, more becoming—or more reminiscent of those hats you loved to wear in the romantic past. The fur is silver fox

## BIG HATS ARE BACK



TONI FRISSELL



MR. AND MRS. LOUIS SHAW



MR. ARTHUR CURTISS JAMES

MRS. WILLIAM T. EMMET

# NEWPORT SANDS



MRS. WILLIAM H. VANDERBILT AND HER TWIN DAUGHTERS



MRS. C. OLIVER O'DONNELL AND MRS. HOWARD CUSHING



REMIE LONSE



THE RED AND WHITE BALL, AT "OAKLAND FARM," THE W. H. VANDERBILT ESTATE



MRS. VANDERBILT BROADCASTING

# BENEFIT BALL



GUESTS AT THE BALL, GIVEN FOR THE BENEFIT OF NEWPORT BOY SCOUTS



MRS. GUSTAVE J. S. WHITE, SINGING AT THE RED AND WHITE BALL



MR. FRANK ROSS, MRS. BRADFORD NORMAN, JUNIOR, AND MR. JACK MONROE



MISS BETTY BROOKE AND MRS. SAMUEL REEVES LISTENING TO THE ENTERTAINMENT



# CHIC, AMERICAN PLAN

WE Americans lead a restless life. We think nothing of hopping from town to country, from country to town—back and forth any hour of the day. If we live in the city, we drive fifty miles out into the country for lunch. If we live in the country, it's vice versa. All of which cruising life—and it's the same everywhere from California to New York—has brought forth a very special type of clothes—a definitely American breed.

You can call them sports clothes if you like, but the term is a slight misnomer. For these clothes, straight from the hands of smart young American designers, look as well in town at the Colony Club as they do at Tuxedo. They are both urban and rural. Perfectly casual, loose, easy, comfortable—they are at home anywhere.

Scattered over these pages are several examples of what we are talking about, and those two on the opposite page are especially spirited. They suggest activity, but you wouldn't try to play a game of golf or tennis in them. And their bold colours give them tremendous zest.

If you are on the hunt for just such clothes as these—knit things belong to this school, especially those aristocratic hand-knitted things of Mrs. Franklin's. She has done two exceptional beauties for this autumn—an exciting two-piece dress in plum-red and dark blue diagonal stripes and a suit in green-and-brown that looks like tweed, which is worn with a bright yellow blouse.

The clever knitting-machines of the day are turning out some amazing fabrics for these clothes. You'd have to look twice to know that they were knitted—so much do they look like tweeds or checked or striped wools. And what's more—nowadays, these knitted things don't stretch—they keep their shape to the end.

If you're a tweed lover, you have both the British and the French schools of tweeds to choose from—the French tweeds usually more formal and less workmanlike than the British.

Colour is everything in these clothes. And, just to stir your imagination, we list herewith a few mouth-watering suggestions, any of which would be smart this autumn and winter. A taupe coat over a yellow dress. A slate-blue and purplish pink plaid dress with a plain slate-blue jacket. Mahogany-browns with grey. A green suit with a bright red blouse. A purple blouse with a taupe suit. A grey olive-green suit with a citron-yellow blouse. A dark brown coat with a soft raspberry-red dress. A tobacco-brown suit with a rachel-pink blouse. And a dark grey coat over a flame coloured dress.

Whether you take a dress with a jacket, a dress with a long or seven-eighths length coat, or a three-piece suit is up to you. All three are smart. If you take a suit, do watch out for the jacket length. The newest end somewhere between knee and finger-tip length . . . and invariably they are loose and boxy.



- Starting at the top, left, you see, first, a checked grey-and-brown knitted suit with a tailored blouse; Peck and Peck
- Second—a grey knitted dress and grey-and-brown knit swagger coat; from Peck and Peck
- Third—a horizontally striped knit dress; Altman
- Fourth—a beige-and-brown striped wool dress and jacket; from Lord and Taylor
- Above—Something intriguing: a hooded motor coat of grey woollen; from Lord and Taylor





GERVAIS • BRUCK WEISS

### Striped woollens are autumn news

There are several things you mustn't miss about this costume. First, the colours—a nice autumn combination. Then, the fabric of the dress—one of Rodier's new hairy woollens and very, very smart. And, of course, the stripes on the jacket—unbeatable for a runabout suit

More stripes—we're going to serve a long term wearing them. We're going to wear ensembles again, too—like this with a dress of Rodier's striped ribbed woollen and a plain wool coat. The coat revers are faced with the stripes, and a striped scarf ties snugly at the neck-line



# WOULD YOU BELIEVE THIS WAS NEW YORK?



THE CHAVCHAVADZES

WE'RE willing to wager that you wouldn't have guessed off-hand the geography of these snap-shots if we hadn't been big enough to put "New York" in the head-line. You've probably had the sensation in this town of hearing some taxi-horn or scenting some bakery breeze that transported you immediately to Paris, or London, or Stamboul. Well, here are some optical illusions. Is there anything in the picture of Prince and Princess Paul Chavchavadze (left) to remind you of the skyscraper metropolis? Does the tennis court below suggest the heart of Park Avenue? Can you imagine a city of seven million pressing in on the nonchalant sunners below—or on the equally nonchalant lunchers at the top of the opposite page? And could any country gardens be lusher or more secluded than those shimmering in the backgrounds of the three lower pictures? We're not playing twenty questions—we're just making you share our amazement and amusement in New York's protective colouring. And proving to you (in our patriotic way) that there's practically nothing that you can't do in this versatile town, from buggy-riding to rural reverie. So, stop kicking at your tragic fate this summer, if you are marooned in town.



MRS. JOHN H. G. PELL AT THE PARK AVENUE TENNIS CLUB



MRS. WARREN LESLIE, JUNIOR, AND MRS. GEORGE G. BOURNE AT THE RIVER CLUB





MRS. MORTON L. SCHWARTZ AND MADAME LO-SAY



MR. FRANCIS BACON, THIRD, AND MISS MARYA MANNES



MR. AND MRS. ERNEST C. POOLE



MISS KATHARINE HEPBURN IN HER NEW YORK GARDEN

Who ever said that Americans didn't know how to live—and relax? On this page, you see them enjoying leisure in every mood—from Miss Hepburn's pensive solitude to the contentment of the two beer drinkers (left above); and from Mrs. Morton Schwartz's earnest converse with her sister at the Mayfair Yacht Club, to Mr. and Mrs. Poole's companionate pleasure in their garden near the East River. If you can find a sign of hectic pace in these snap-shots—cut it out and send it to us. (We don't expect a large mail)

JOHN FRISSELL





## BERET, BERET

There's an epidemic of berets in Paris, but quite different from those cap-like models of other years. Take this one that J. Suzanne Talbot made of rich green milliner's velvet—it drapes down almost to the shoulder. It makes a gay spot of colour, with its new "antique" jewelled ornament, above Heim's cape enveloping the shoulders in cleverly assembled bands of silver fox. Hattie Carnegie has the hat and cape





Call this a coolie-beret, and you describe it pretty accurately. It's Rose Descat's amusing hat made of golden-copper-brown milliner's velvet—a soft, peaked beret set at a slant over a head-band and then looped off straight across the front to make a brim and give a new triangular line from the two corners to the peak; from Bendel. It's worn with Worth's square-shouldered coat made of brown astrakhan

Another beret—and again of milliner's velvet. Descat made this one, too, choosing a deep tone of Meyer's violet-blue—a shade quite different from those on the usual autumn palette. She has pulled the beret forward, to give it a tilting cap-brim, then finished it off with a bow on top, to give it height. Bendel has this. Augustabernard's wool suit has two shoulder-straps of blue fox—a new way to use fur





THE 3

**Pleached willows in a garden of contrasts**





THE arched willow walk in the garden of Mr. and Mrs. Zalmon G. Simmons, at Greenwich, Connecticut, was designed by Isabella Pendleton to repeat the semicircular rhythm of the Japanese iris garden. One wanders from sunlight to shade under these waving branches—shown in the photograph on the opposite page. This cool arbour leads to a circular seat around an old oak at the highest point of the garden. Here, one can view from the hillside the shallow bowl of the garden lying below.

Madonna lilies, foxgloves, and sweet-william make a mass of bloom and perfection of flower during the early summer in the "English garden" designed by Marian Coffin and shown in the photograph above.

Against the curved whitewashed brick arches shown at the right, Miss Pendleton has stimulated a colour emotion by the dramatic contrast of red Paul Scarlet climbing roses and severe black shadows. Many pots of vermillion geraniums grouped in the arches increase the brilliant effect of these formally trained roses.







MOYNINGEN-HUENÉ, PARIS

VIONNET (FOR DESCRIPTION, SEE OPPOSITE PAGE)

TAWNY TONES FOR AUTUMN



# BONNETS, BERETS, BRIMS

THE millinery gods give you all the liberty in the world this autumn. You can have no brim. You can have a medium brim. You can have an enormously wide brim. Take your choice. One of each family faces you at the right: a tiny Breton bonnet of ribbed and plain velvet; a medium-brimmed hat of stone-grey velvazon with a black satin insert and a crown that explodes in a tilted circle; and the romantic big black felt with ostrich—all from Bergdorf Goodman.

- It used to be a definite insult to say any one looked like a squarehead. But not any more. Some of the new hats are as square as a die. Soft mortar-board shapes. Square little ecclesiastical hats. Rectangular things like a Breton's head-dress. Squarish berets. And most striking of all—the folded-over type like Maria Guy's "Vagabond," shown on page 19.

- Laugh if you will—but a few new hats have real automobile "tire" brims. They roll up all around—little stitched velvet sailors turned up like a child's; toques with brims rolled close to the crown, Talbot's famous page-boy hat, which you see on page 19.

- Berets—with which no one will part—have gone in for tremendous exaggeration. They loom high in back and slide with a wind-swept movement over the right eye. Some have peaks. Others have visors. And still others have small brims that can be turned up.

- The crown with a big tuck down the centre front is smart for sports and formal hats. Reboux shows a big felt hat with a wide tuck, out of which sprout ostrich feathers.

- Late in the afternoon, the wide-brimmed "Lady Lou" hats will sweep into power. They will be of felt or velvet trimmed with satin bows or feathers, and they'll make you look more romantic than you have in many a year.

- As for sports hats, women are beginning to tire of Robin-Hood types, Scotch caps, and the mannish fedora of Camel fame—though they will all still go on through the new season.



HATS FROM BERGDORF GOODMAN

- On the opposite page you see one of Vionnet's gorgeous new colour schemes—an ensemble combining a rich Van Dyck brown velvet coat, "6608," with a burnt-orange silk crêpe dress, "4635"—accented with warm sable. Great exponent of vivid colour that she is, Vionnet is now tilting her palette around to the orange-to-yellow gamut, playing tawny autumn shades against browns and beiges in different combinations right through from sports to evening. Do observe, too, Miss Marion Morehouse's newly-quaint coiffure

Much newer for sports are Talbot's soft, stitched sailors of velvet or felt. Then there are hats with peaks that stand up like ears, and Maria Guy made one of Angora wool that looks like a sock with the foot end pulled well over the right eye.

- Velvet will be everywhere—panne, Lyons, artificial, stretchy Lastex velvet, even a water-proof velvet. And something new is "Velvazon," a cross between velvet and suède. But there's tremendous leeway in hat fabrics, and you'll see felts, taupes, antelopes, all sorts of wool fabrics, glove materials, satins, and even silk hair.

- The great excitement of the hat world, however, is trimming—but that is discussed in the article on page 17.

- This is the year, if you have any old, massive, gold jewelry, to bring it out and put it on your hat—especially jewels amassed in your travels in China or Africa or some strange country, of barbaric stones and massive gold settings.





**For afternoon—velvet with a dressed-up air**

Altman in New York, and the Stanley Korshak Blackstone Shop in Chicago—both have this dress made of black velvet and bright pink plaid taffeta. It's very new in its greater length and formality

Ten Eyck in New York for this, and the Stanley Korshak Blackstone Shop in Chicago. There's a white satin blouse with tight little frills under the black velvet tunic coat—all faintly reminiscent of 1910





### For morning—woollen with fur or a fichu

Bergdorf Goodman has this in New York, and Blum's "Vogue" in Chicago—and it's perfect for the first cool days. The soft beige wool is tailored into straight, slim lines, and the beaver muff adds great chic

Saks-Fifth Avenue—both in New York and in Chicago—has this new jacket-dress—new in the granular weave of the black jersey, in the greenish blue top of the dress, and in the narrow black Persian lamb bands

And this is from Jay-Thorp in New York and Martha Weathered in Chicago—a brown wool dress with that new chesty look, due to the ruffled fichu made of a sheer, pliable black, brown, and beige checked woollen





CECIL BEATON

## THE ENGAGING TALBOTTS

Peggy and Polly Talbott, the daughters of Mr. and Mrs. Harold E. Talbott, are enthusiastic riders, like their mother, and, on Long Island, they spend much of their time in riding-clothes. Here, they are wearing polo shirts and light twill jodhpurs, from Abercrombie and Fitch





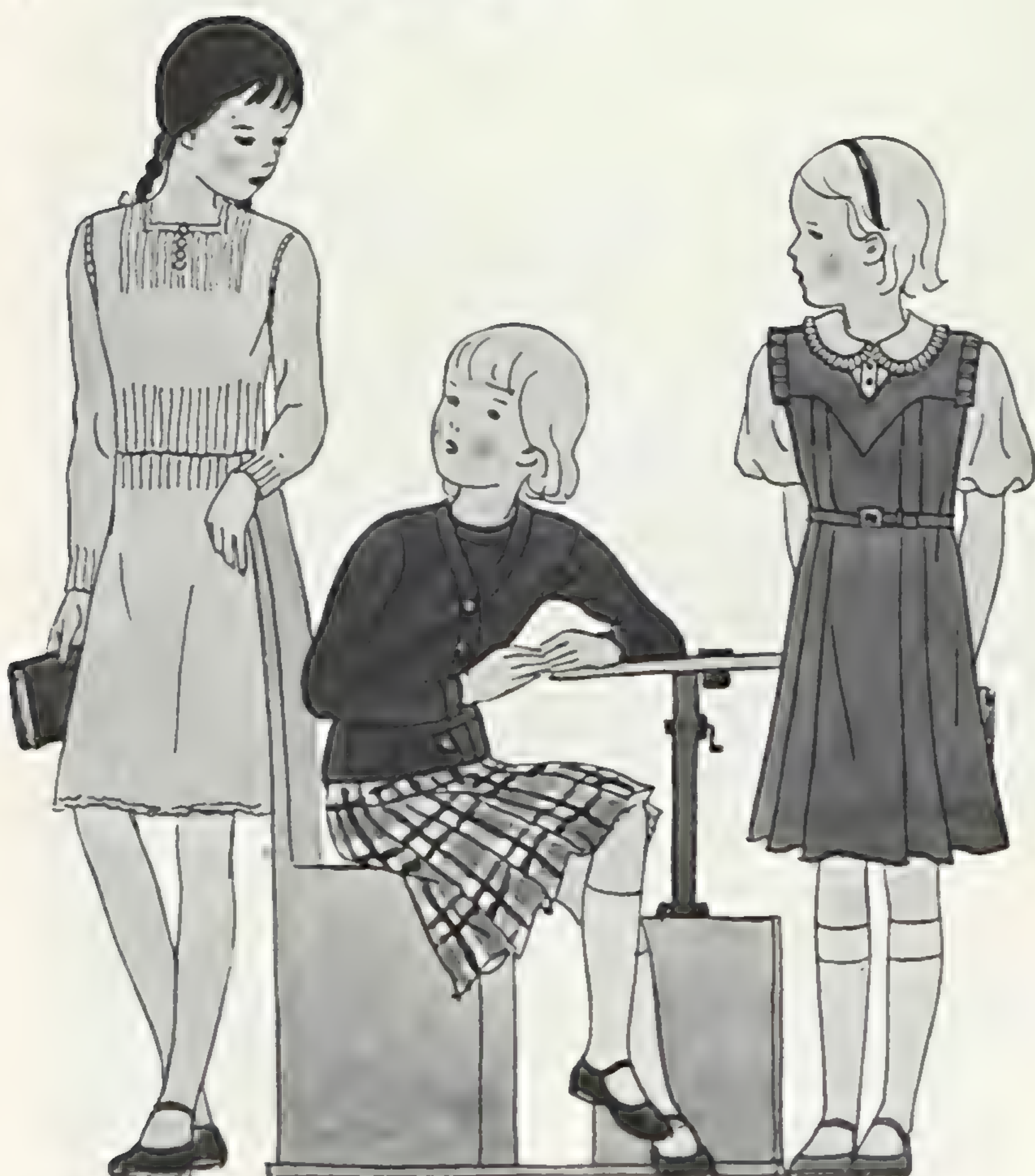
The party dresses worn by little Peggy and Polly Talbott, from Mirande, in Paris, are trimmed only with bows on the shoulders and are that combination of exquisite daintiness and complete simplicity that a small party dress ought to be. These two young ladies, photographed here with their mother, Mrs. Harold E. Talbott, come by their good looks logically—having as parents one of the most strikingly handsome young couples in all New York and Long Island

And so to bed—in pyjamas from Paris. And no doubt these young daughters of the Harold E. Talbotts—like most of the younger generation—are in need of a rest by the end of a day of riding and swimming—and perhaps a lesson in dancing or music—and maybe a party thrown in. Growing up is a strenuous business in this hectic age, and clothes (out of school) are largely such specialized costumes as those illustrated on these two pages





# BACK TO SCHOOL



• Even a school wardrobe should include one silk dress—not a party dress, of course, but a dress for school plays and important occasions when parents are present. That appealing one at the upper left, of green crêpe, is handmade and trimmed with embroidered scallops and several small self-covered buttons. It is from Miss L. Brogan, Inc.

• That young man on the banister wears a fine Shetland wool sweater and a pair of checked wool shorts  
• One chum has on an Eton suit—a schoolboy classic, new in corduroy  
• And there is the famous Guards coat, at its handsomest in navy-blue wool. These boys' costumes, above, are all to be obtained from Saks-Fifth Avenue

• Over at the left is a beautifully made copy of a French knitted dress, of rose-quartz wool; Saks-Fifth Avenue  
• From four to fourteen, nothing is nicer than a pleated plaid kilt and a set of dark blue sweaters; Best  
• This brown wool school dress has a yellow broadcloth blouse; Best in New York; Marshall Field in Chicago





- For that milestone in a little girl's life—her first suit—, choose the one at the far left, of imported checked wool, with a hat to match and a pull-over sweater. In green-, blue-, or brown-and-white; Fortnum and Mason
- The second young lady wears a coat designed by Lyolène, of dark green wool, with a beaver scarf; Best, New York; Marshall Field, Chicago

- When you are twelve—or even seven—, you might wear an orange tweed coat like the Lyolène one, third from left, with a beaver collar. Best, New York; Marshall Field, Chicago
- That coat with six silver buttons is an English classic—belted in back, and with all the style in the world. Of navy-blue or green wool; hat to match; Fortnum and Mason

- Sailor suits have returned triumphantly, and both boys and girls are wearing them as happily as you did yourself a few short years ago. That brother-and-sister outfit at the right is of cotton taffeta—washable, but heavy enough for autumn—in navy-blue with red braid and red pocket lining; from Bonwit Teller

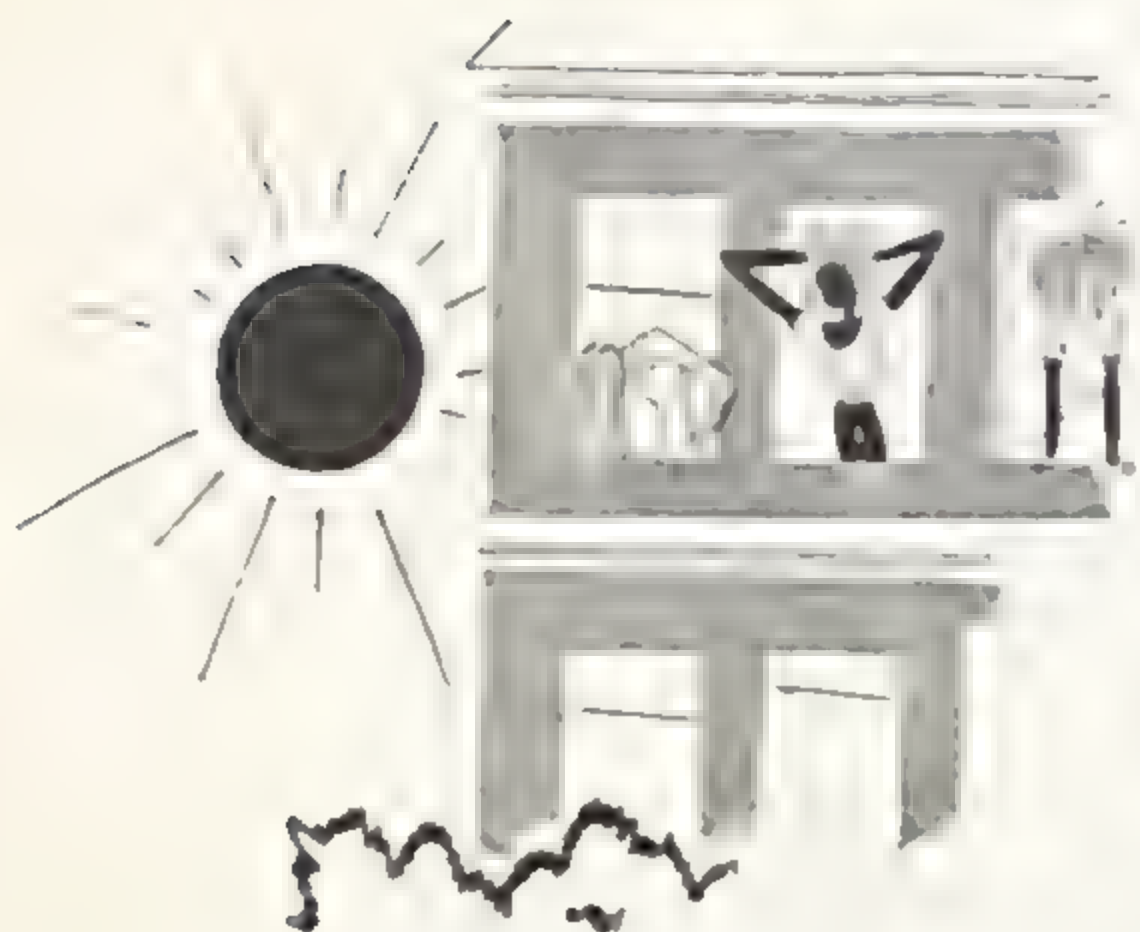
- That first young artist at the right is wearing a trim school frock made of a fine light blue Sanforized flannel. It has a handkerchief linen collar, and it can go into the tub and out without disaster, as a school frock should. You can get this from Bonwit Teller in New York and from Carson, Pirie, Scott in Chicago

- Farthest right is one of those guimpe frocks that little girls love and fashion likes, too. The jumper is made of soft wool in red, blue, or green; the guimpe of natural handkerchief linen with puffed sleeves and a tucked shirt-front. From Bonwit Teller in New York; from Carson, Pirie, Scott in Chicago





# MAJORING IN BEAUTY



WHEN you're at college, you live a kind of life that you never quite live again—ruled by a sort of mass feeling. You know how it is about your clothes. You wear sweat-

ers and skirts and classic collegiate things, and then, suddenly, every one on campus has to have a leather windbreaker. Or pyjamas are pronounced *de rigueur* within limits, and every one whips into them. You go out in arctic weather without a sign of a hat, but in flopping galoshes. Part of it is the climate. Part of it is the things you're doing. Part of it is that you like it that way.

And it is much the same way with the things that you do to your face. Like every one else, you scrub with soap and water, because that is the easiest way of getting your skin thoroughly clean. You don't use any make-up on the campus, because you don't care how you look, but you use a good deal more over the week-end, when you care extremely how you look.

There are bound to be unexpected phases. For example, a girl going to college—or to school—with what she fondly believes to be the proper equipment, may find that a vital beauty item is a wire basket to hang over her arm, such as that possessed by the young lady seen striding down the corridor, at the right. In many of the larger colleges (unless you are in one of the grander new "dorms," with a bath between each two rooms), you trek down the hall to the bathroom, and the basket is the best possible way of transporting your kit. In it will be a cake of soap (and get good soap, while you're at it), and there should be a good hand-brush. Not that there always is, but it is the one sure means of getting the dirt and ink smudges off. Tooth-brush, tooth-paste, and the inevitable mouth wash. Here, incidentally, is a fine point in which the average college girl needs no instruction—mouth washes seem to be part of the curriculum. Then, your wash-cloth, and, for the tub, if you are a sponge girl, your sponge and talcum powder (usually that, instead of dusting powder, which is cumbersome), or toilet-water, or both.

Toilet-water is something you're pretty sure to use in college, even if you haven't used it before. It's more in the feeling of things than perfume, though you will want a small bottle of your favourite fine perfume strictly reserved for week-ends. Nothing makes you feel more dev-



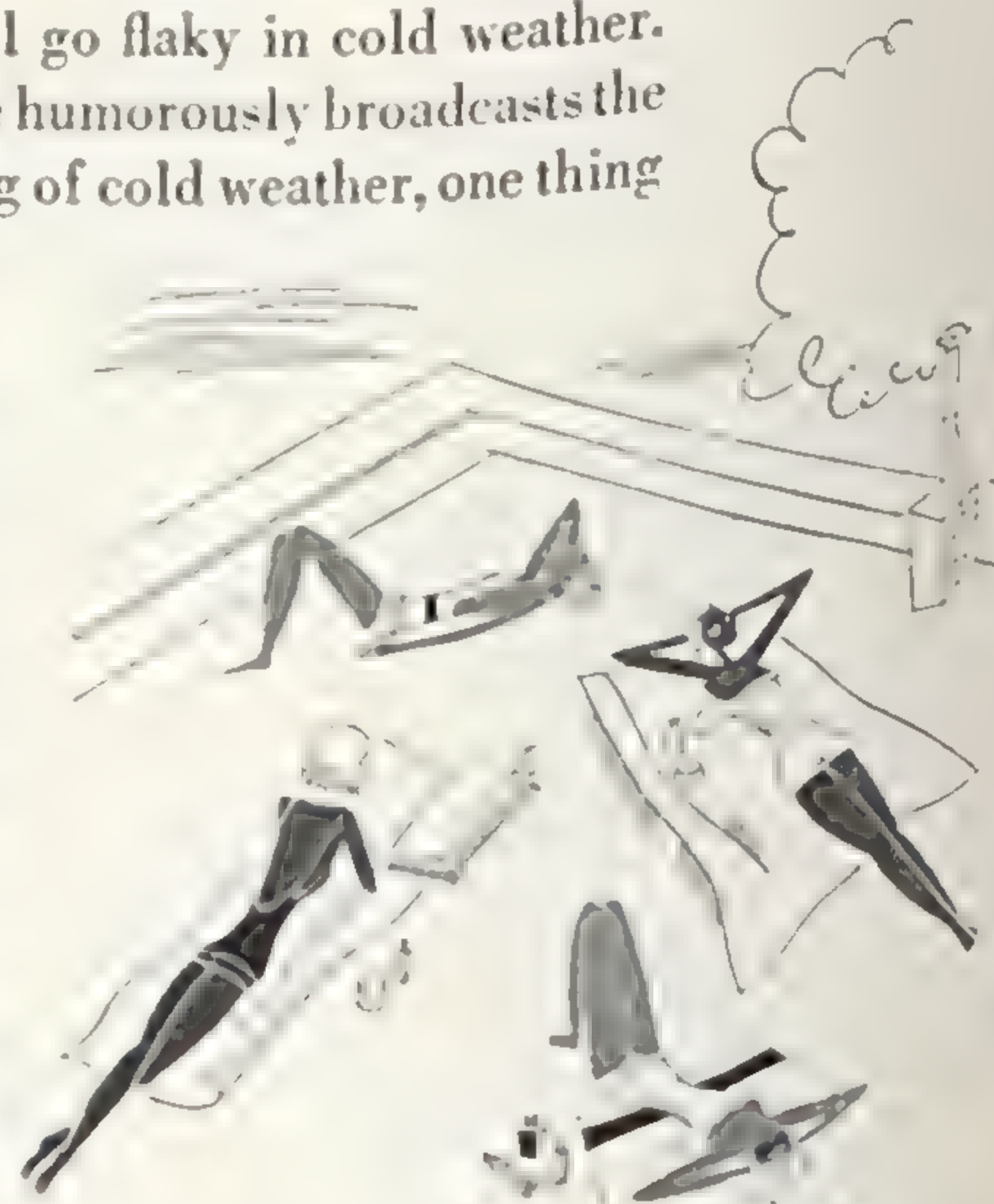
astating. Incidentally, as to the talcum and toilet-water, Coty must have had college girls in mind in getting together the new leak-proof talcum tins and enchanting flasks of toilet-water at within-allowance prices.

There is less than no use in giving any college girl elaborate directions for doing things to her face, and we don't intend to waste our energy so doing. Not that there isn't plenty to be said, as a matter of fact. That renowned schoolgirl complexion often takes a bad beating in college, where practically no care is given to it, where off-campus whirls at sundaes, cheese dreams, devils, and such are apt to bring on bumps, and where the rigours of weather dry out the skin. However, there are a few things that you *must* do. Be as careful as you can about eating rich foods. Of course, it's half the fun of life, but, after all, you don't have to overdo it. Then, drink a lot of water—ten glasses a day, if you can, and always two before breakfast.

In some colleges, there are special "diet tables," and, if you want to reduce, it is a lot easier to do it among kindred souls and with the knowledge that you're not ruining your health. It may be a little hard on hot gingerbread night, when you are eating gluten bread, but it's better than not being able to get into your prom dress at the crucial moment.

Use a good cleansing cream or a liquid cleanser every few days, to be sure you are getting all the dirt out of your pores. If your skin is definitely on the dry side, you ought to put on cold-cream every night that you can remember to, or it will go flaky in cold weather. (Every Friday night, Ilka Chase humorously broadcasts the virtue of Pond's.) And, speaking of cold weather, one thing that you will definitely want and use is a huge bottle of softening lotion. Out-of-doors, cold weather, sunbathing—all contribute to drying the skin, and you can rub the lotion all over you. Lots of girls use such lotions on their faces, too, in place of cold-cream.

At college, you are apt to do your own shampooing. This makes fewer inroads on the allowance—and it's quicker (Continued on page 68)







COAT AND DRESS FROM MILGRIM

Three things to remember—the everlasting glory of black and white; the chic in a casual treatment of ermine; the importance of shiny black satin evening dresses. This coat (photographed at Elsie Cobb Wilson's) has full sleeves and a tied scarf. Coiffure by Martin from Vienna

## ERMINE AND SATIN



# FURS GO STRAIGHT



H. JAECKEL AND SONS



NELSON-HICKSON

• Just how young and supple and flattering black Alaska sealskin can be is clearly evident in that coat above, made of H. Leonard Simmons furs. The loose jacket look, the huge scarf tie, the bulky shoulder cut, the wide cuffs, and the seven-eighths length are things to admire. And don't overlook the square contour of that black felt beret—squareheads are now the rage. Chair from Hampton Shops

• We put that mink coat at the left on a high pedestal because it is absolutely casual in silhouette, because the skins are superb, because it hangs from the shoulder in a slight flare, because the collar may be worn open or closed, and it looks so enchanting with that big pumpkin muff. Rose Valois put a red feather in the small black suede hat to give it a smart suggestion of height; from Lilly Daché





GUNTHER

• Slim and straight and sophisticated—that black baby lamb coat at the left is the quintessence of town distinction, especially for afternoon. Its lines are unbroken save for slight fulness at the elbows of the sleeves. The collar may close high at the throat or open low. Perched on the lady's head, well over one eye, is Rose Descat's hat of black suède with a gay feather to give it height; Bendel

• Leopard, king of sports furs (and just as good for informal wear in town, too), makes the coat below, which has all the earmarks of 1934. It is slightly fitted, with simple straight sleeves. And a nutria scarf drawn through the collar. You might call that hat a Dutch boy's cap—it's of brown velvazon, with the peak pulled down over one eye; from Bergdorf Goodman. The chair is from Wanamaker



REVILLON FRÈRES



## PARIS PANORAMA

ALTHOUGH Paris has the unshakable reputation of being the City of Light, it has its dog-days as well as any other town. And it would be foolish to deny the greyness and the slowness that alternate with its brilliant hours. This season, somehow, the social graph—like the climatic one—was more erratic than usual. The line jerked up and down with bewildering variety—rain one day, sun the next; a horribly dull party last week, a superb one last night. But, fortunately, we have a better memory for pleasure than for pain.

The arrival of Marlene Dietrich in Paris was certainly one of the high points of the graph. Every one was in love with her beforehand! Every one craved to see her, to hear her voice, to catch her eye. Some people went every day to her hotel in Versailles and waited, hour after hour, to see her appear. But she always remained hidden. "I met her at last," a young man was heard to say, "between two ballets at the Châtelet, and now I am happy forever." And he looked it.

She agreed to sing at the charity gala for Paris policemen at the Ambassadeurs, but sent word that she was sick

with a cold and fever (and she really was) and could not come. Madame Chiappe, who had organized the gala, went down to the Trianon Palace in Versailles, begging her to change her mind—and Marlene came! She was the main topic of talk the next day. "Her face is like that of a child." "Her hair is like curly silk." "She has the most beautiful skin." "A perpetual light seems to shine on her lovely face." "How was she dressed?"

To answer the question, we must go to see Monsieur Lelong. He it was who prevailed on Marlene to give up—first, her tailored trousers and jackets; second, her tailored jackets and divided skirts. He has prepared a quantity of special models for her that she will wear, not only in her new film, but in her daily life: I saw velvet sheaths and flaming paradise; hats from Rose Descat, jewels from Cartier.

An important event of the season was the marriage of Miss Barbara Hutton and the Prince Mdivani, at the Saint Alexander Newsky Cathedral in Paris. The bride is the daughter of Mr. Franklyn Laws Hutton, of New York, and her



(TOP) PRINCESS MDIVANI • MARQUISE DE PARIS



SUPPER AT THE AMBASSADEURS



MADEMOISELLE D'HARCOURT



mother was the former Miss Woolworth. There is a misconception among the French that great heiresses are rarely beautiful, but the youth and loveliness of Miss Hutton refuted this opinion. "One of the most beautiful and most elegant women of Paris" would not be an extravagant description of her personality. The photograph at the top of page 44 shows her wearing a Patou costume—a black velvet evening jacket with squared ermine sleeves over a black-and-white printed dress.

Patou made a great many clothes for her, including her wedding-dress, and, with this, she wore a lovely lace veil held in place by a round, crown-like comb of blond tortoise-shell and diamonds, made by Cartier after a crown that Miss Hutton picked up in the Malay States (a primitive affair of tin). The effect was extremely handsome. The bride seemed to adore Chanel's organdie hats and ordered a great many of them. When she left for her honeymoon, she wore a suit from Chanel, made of printed Chantunel in pale beige. Two sable skins were placed around her throat, and there were cuffs of fur on the (Continued on page 70)

MCMULLIN



ORANGE-JUICE IN THE BOIS



MADEMOISELLE DE LA BÉGASSIÈRE

STUDIO-IRIS, PARIS



TILLY LOSCH AND JASINSKY



ALANOVA—DANCER



TAMARA TOUMANOVA AND ROMAN JASINSKY



THE COMTESSE EDUARDO VISCONTI

Here are some glimpses of the Paris season—a mélange of débutantes, élégantes, theatrical high lights, and a bride—Princess Mdivani, the former Barbara Hutton. Tilly Losch, Alanova, and the other two dancers appeared at the Théâtre des Champs-Élysées





HOYNINGEN-HUENÉ, PARIS

SUZY HAT (MILGRIM) • MAGGY ROUFF FOX CAPE

## VELVET IN A BIG WAY

Paris is interested in profiles again. Look at this hat—a perfect background for Madame Eloui Bey's beautifully modeled features—and surprisingly wearable, in spite of its "Lady Lou" size. Made of black velvet and glycerinized ostrich, it's a hat that has set Paris buzzing. The silver fox cape completes a distinguished costume for restaurant dining



# A Portfolio of Practicalities

WE fear that all women can be divided into two groups—those who have mink coats and those who would like to have them. But most of us have cheque-books with prohibitive balances clutched in our little hot hands. And, if we're wise, we choose first-rate kidskin instead of third-rate mink, every time!

Some of Vogue's finds in moderately priced furs are shown in the sketches on the next two pages. We've seen dozens of others, too, that will leave you with no regrets for a mink or ermine that could not be. We offer hints early, this season, for every canny shopper knows that the rising fur market has stopped being a rumour, and it won't do, now, to wait for Christmas morning.

Even the bravest women seem to lose their nerve when they shop for furs (and blowing on pelts definitely does *not* mark you as an expert). So we recommend as a first principle that famous slogan about reputation being the Priceless Ingredient. Buy from a reputable house, for there are more tricks in the fur trade than in most. It's possible that the little man in the loft around the corner is a rising genius in the fur business, but the chances are all in favour of his bargain coat being a bargain coat—and just try to find any comeback! Or perhaps you didn't know that the greatest fur house in New York now has coats priced at from \$195?

Now that we've done our missionary job, let us describe some of the smarter less-than-precious furs. The important, straight, square-shouldered, rather bulky looking silhouette of the season is perfect in the longer-haired furs, like nutria and Alaska sealskin. Persian is a good medium for these lines, too, and something technically far beyond our poor comprehension has happened to Persian skins, making them far lighter weight than before and doing away with that old lead-in-the-hem sensation.

Kidskin, too, is more supple now in the better grades—soft and lovely, especially when it has the moire finish of fine caracal. Used in narrow strips, it has enormous chic and makes you remember with surprise the board-like thing suited only to fireplace rugs that you used to see under the name of kidskin a few years ago—and for the same price as one of these (Continued on page 61)

Two practical ways to get that chic touch of fur—a muff of tan kidskin (top); Jay-Thorpe. And a grey kidskin hat with a patent leather band (lower photograph); from Bonwit Teller

That black caracal capelet (middle) buttons smartly over wool dresses or collarless coats; from Bonwit Teller. The hat is of brown suède with embroidered tucks; from Madame Pauline



NELSON





**Low in price, but up to the neck in chic**





## FUR COATS

**for you and me**

- At the far left on the opposite page is what we consider a find in a long fitted coat. So seldom is this type of coat done well inexpensively that this is a *rara avis*. It's of fine moiréd brown kid-skin, cut with lapels and a double-breasted front à la Chanel, and as young as young. You can get it in New York at Bonwit Teller; in Chicago, at Marshall Field

- If you're going in for grey (and America is), the good news for the smart poor is that even the inexpensive grey furs are now very warm in tone. A beautiful example is that second coat on the opposite page—a chic thing of grey kidskin with a Persian lamb yoke that ties up around the throat in a foolish collar. In New York, Altman; in Chicago, Marshall Field

- Far better than any fourth-rate mink—if your finances are cramped—is that nutria coat third across the page. It's one of the nicest swagger coats we've seen. big, bulky, loose, with a raglan shoulder cut in one with the sleeves—thus creating a gorgeous back; from Saks-Fifth Avenue in both New York and Chicago. Rose Descat's brown felt hat is from Dobbs

- First on this page is Alaska Sealskin—which this year is young and supple enough for any *débutante*. This is in black, long and slim, though belted. The collar, with godets around the edge, makes a cape when thrown open, though you can pull it up around the throat, too. New York, Altman; Chicago, Charles A. Stevens. John-Frederics' black velvet hat

- The news about the second coat on this page, a coat of Alaska Sealskin, is its logwood-brown colour, a sort of cinnamon shade almost like Schiaparelli's *marron*. It's an excellent swagger model, with a boxy rather than flaring look, and a coachman's collar. New York, Bonwit Teller; Chicago, Carson, Pirie, Scott. The velvet coachman's hat is from John-Frederics





BEST • SAKS-FIFTH AVENUE • BEST • ALTMAN • FRANKLIN SIMON

### Smart economies to wear to school

**SELECTED BECAUSE—** The double-breasted jacket is smart without a coat or under one; the pleated skirt buttons to a piqué blouse; it's of Botany flannel. Sizes 7 to 14; \$10.75

**SELECTED BECAUSE—** Sailor suits and navy-blue are unbeatable for school; the double-breasted effect is becoming to slim and not-so-slim girls; of serge. Sizes 7 to 14 years; \$10.75

**SELECTED BECAUSE—** This coat is made like little Princess Elizabeth's and couldn't be smarter; the fabric is a sturdy tweed, with a silk crêpe lining. In sizes 7 to 16 years; \$20

**SELECTED BECAUSE—** The fabric—wool linen—is new; the button-down-the-front model is exactly right for schoolgirls; the hand-faggoted collar is detachable. Sizes 7 to 12; \$8.50

**SELECTED BECAUSE—** The sweater set includes a slip-over and cardigan of zephyr yarn; school wardrobes need a pleated serge skirt. Sizes 7 to 14. Sweater set, \$6.95. Skirt, \$5.95



# Vogue's Smart Economies

ASSEMBLING a school wardrobe for one's off-spring without benefit of many dollars is a problem. Vogue's fashion editors discovered this when they set out to select the "back-to-school" clothes shown on these two pages. For it is a question of form much more than fashion that must be followed in dressing the younger generation. This "good form" is usually found only at exclusive shops and at high prices. In the moderately priced dresses and coats for little girls, it is as rare as an Albino!

Designers all too often make a frock for seven-year-old Betty look like her debutante sister's dress in a small size. Or, in a misguided effort to make clothes youthful, they make them fussy. Tucks and buttons instead of tucks or buttons. Fancy collars. Fabrics that are too sophisticated.

The sugar and spice in little girls' clothes should be such things as fine piping, narrow silk braid, and accurate tucks. Sturdy blue serge, wool linen, and bright tweeds are correct materials. Sweaters and pleated skirts, sailor suits, smocks, and other classic things are right.

When Vogue's editors failed to find all these at prices that wouldn't alarm male parents, they decided to do something about it. So they had some English clothes copied—since no one knows better than the English just how well-dressed children are dressed. You'll see the results on the opposite page—even a perfect reproduction of a coat worn by little Princess Elizabeth.

HOW TO PURCHASE—No matter where you live, it is possible to obtain the models shown on these two pages in your own town or shopping centre. In addition to the New York shops offering them, you'll find on page 4 a list of out-of-town shops where they may be purchased. If you have difficulty in finding them, write to Vogue, at 420 Lexington Avenue, New York City.

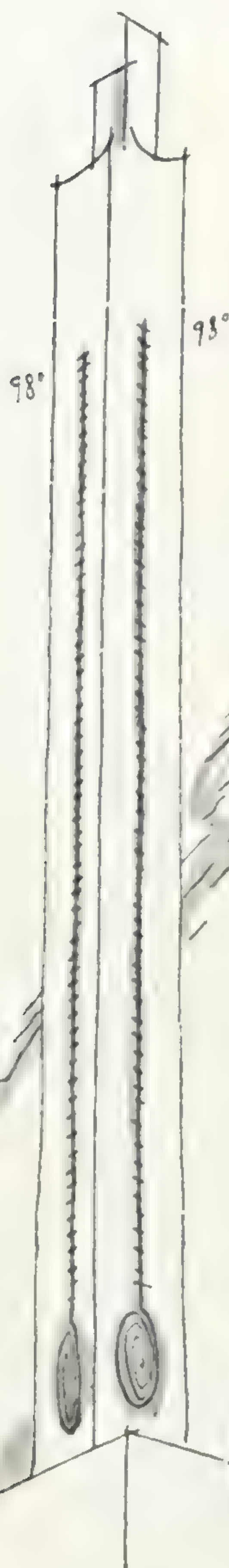
SELECTED BECAUSE—  
This smart suit has the new wrist-length pea-jacket; it's made of imported striped tweed or of plain basket-weave Kempy tweed; \$29.75

SELECTED BECAUSE—  
A tweed suit should go to college with every well-dressed girl; the broad-shouldered coat is new; the blouse of crêpy wool jersey; \$29.75





# Shop-hound goes to



SHOP-HOUND does get around! She finds Chicago full of life and love and laughter and, after recovering from an attack of Fair Paws, doesn't want to come home to New York for a long, long time.

The moment the *Twentieth Century* nosed into the station, Shop-Hound caught the air of excitement that hangs over the whole city like a vast aura. So many people, so much colour, noise, trees, towers, taxis, laughter, rush, beer, barkers, majesty, tawdriness—let us pause for breath. At least, there is a united front about the Fair. Every one in Chicago thinks the Fair is wonderful, and every one from out of town thinks the Fair is wonderful.

Shop-Hound thinks the Fair is wonderful, too. It's fun. And then, there are important things like the Fine Arts Exhibition at the Art Institute.

Down at the river the first night to catch a speed boat to the Century of

Progress (try to see it first this way), she went down a long, faintly Italian stone stairway to the landing beside the Wrigley Building. Then, she got into a mahogany speed-boat with a hearty couple from Dowagiac (it might have been with Mrs. Kellogg Fairbank, because Chicago is like that this summer) and swept out through the mouth of the river, hair whipped by the wind. Behind, the last sounds of the black boys making hey-hey at the dock with the aid of tin washboards faded away, leaving only the sound of the motor and the Wrigley Tower looming into perspective like a brilliant, white-iced wedding-cake.

From then on down the lake front, it is a mirage. The fabulous sky-line of Chicago unrolls like a souvenir leaflet down blocks of sky-scrappers and spires, miles of it. Suddenly, you are in the watery back-yard of the Fair. There are the pure towers of the Federal Building; lights swing high in the air as the sky-ride cars shuttle across the lagoon; there are the livid blue-green and intense ver-



SKETCHES BY NICHOLAI REMISOFF



THE BELGIAN VILLAGE



THE GENERAL MOTORS BUILDING



NIGHT AT THE CENTURY OF PROGRESS



# Chicago

million of the electrical group. Why does no one tell you about colour at the Fair? What do the black-and-white pictures mean after you've seen deep electric-blue towers under a moon, or citron-yellow walls under the noonday sun?

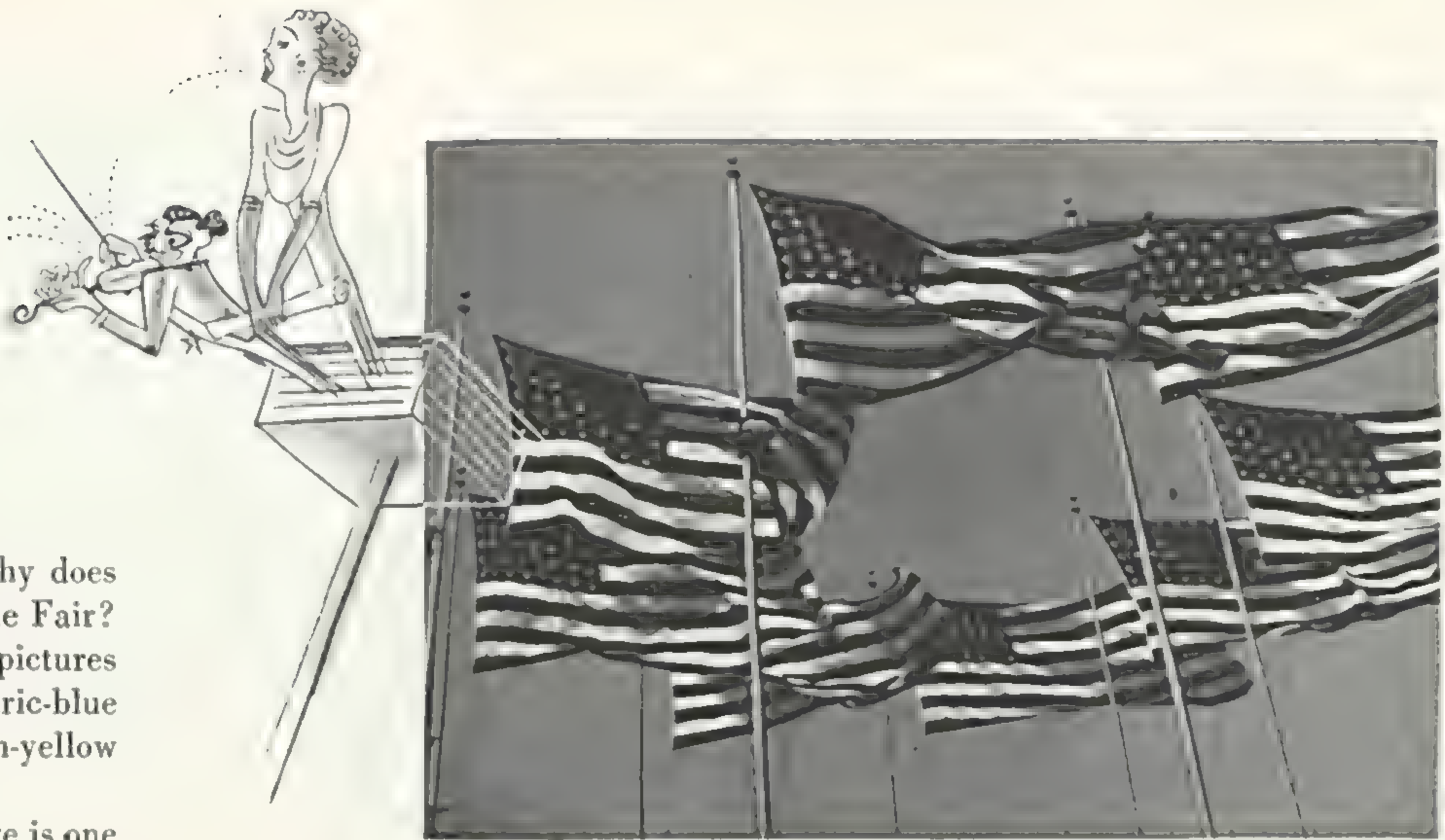
For every moment of awe, there is one of chortling. No sooner have you stepped into the streets from the boat-landing than you spot a tired Iowa farmer in galluses, trying to relax at a beer oasis, in an angular chromium chair that he knows he can't trust. Then, there is the charming conceit that led the management to place the House of David booth next to an exhibit of patent razors.

Mysterious voices issue from white boxes on long poles, urging you to come in and take the load off your feet, caroling about the beauty of Carolina at the same time. It is all very confusing, so Shop-Hound takes a rickshaw, because she is bound for the Century Club. The rickshaw boy wears shorts that reveal athletic thighs, and he has "U of Michigan" on his shirt. It develops that he

was a '32 Olympics man, and his pal won the high hurdles. A file of girls pass, looking like *Mädchen in Uniform* but they are cashiers going off duty, each with a dollar sign on the left sleeve.

The Century Club is smart Chicago's hide-away at the Fair grounds. Downstairs, as the rickshaw drops Shop-Hound at the door, the Fashion Show is on at the Pabst Blue Ribbon Casino, and loud-speakers are expanding the music of Ben Bernie and his band. The Casino is under the management of College Inn (famous for those good food products of the same name). Shop-Hound goes up the little stairway and finds herself in a huge, double-decker, oval room, surrounded by a terrace that gives a perfect view across the lagoon.

This is a gay night, and smart Chicago is entertaining its guests at the Fair. We see Mrs. Colin Campbell float by in a white organza fichu gown, red poppies at her waist, her hair dark and sleek. Mrs. Joseph Patterson is entertaining, the Richard Cranes are here, and Mrs. Philip Maher, looking slim and lovely. Princess Rostislav is with the Cantacuzénes, striking as usual, her camellia shoulders white above a dead-black Vionnet gown, without benefit of jewels. The young things are all in cottons and linens.



THE SPIRIT OF THE FAIR



MRS. JOHN WINTERBOTHAM, JR., AS PETER PAN

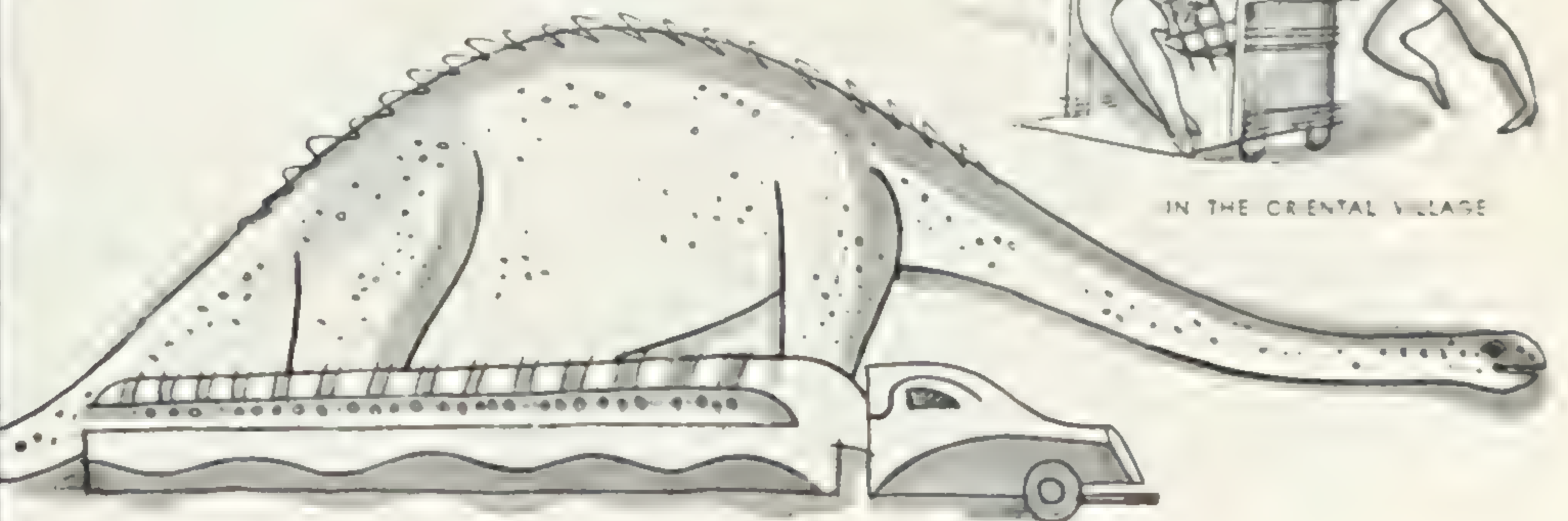


ARABIAN KNIGHT



DARK GLASSES FOR EVERYBODY

IN THE ORIENTAL VILLAGE



A GREYHOUND BUS—LIKE A DINOSAUR

PHOTOGRAPHS BY A. GEORGE MILLER





SKETCH BY CONSTANCE MORAN



MRS. ROBERT J. DUNHAM, JUNIOR



MRS. FREDERIC McLAUGHLIN, SECOND • MRS. JAMES SIMPSON



MRS. JOHN B. BARNES



MR. BRADFORD RIPLEY • MISS ELEANOR THOMPSON

without a mechanical mind, it's fun to watch hundreds of men assemble a Chevrolet, because it seems so amazing that they should all know what they are doing. Take the horticultural exhibits, too—they are easy to understand, except how all those gardens are made out of land that didn't exist a few months ago. Anyhow, the Men's Garden Club of Aurora, Illinois, is holding its own in there amongst all the Helen Hokinson Ladies.

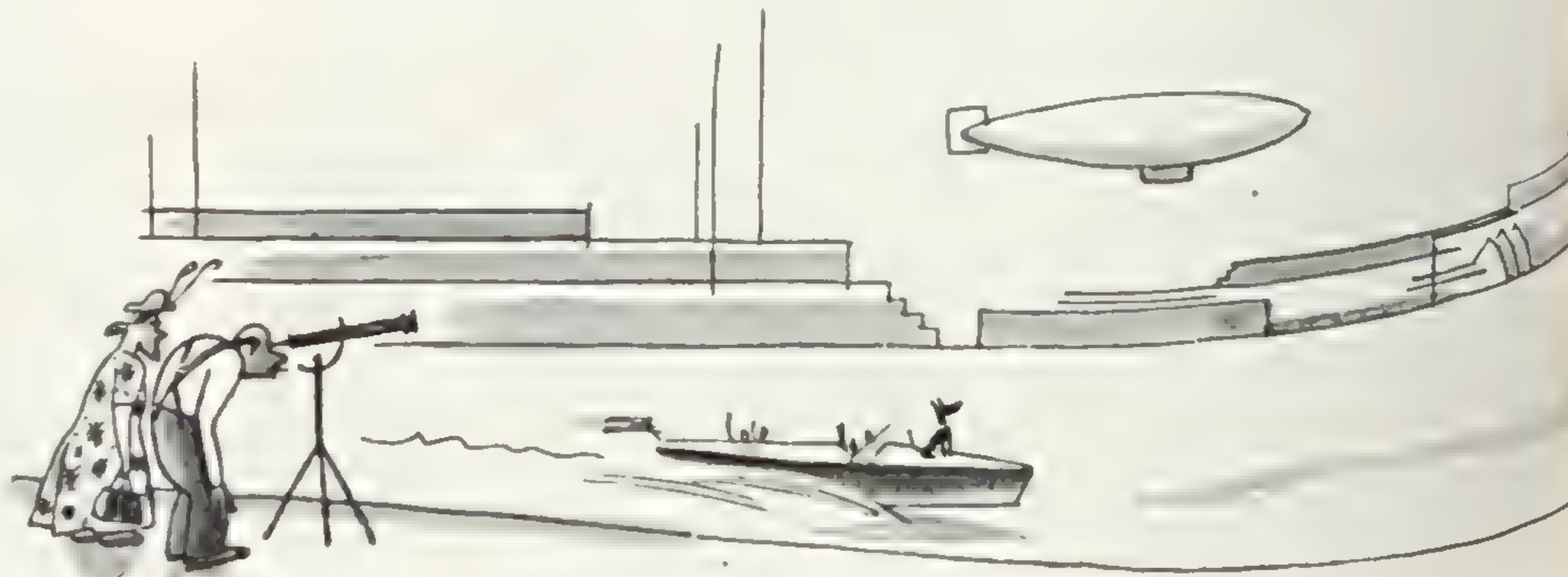
There are exhibitions outside of the Fair, tucked away here and there around the town. Those who appreciate Jo Davidson should see his fine portrait sculpture of authors in Marshall Field's Book Department. At Carson, Pirie, Scott, there is a remarkable exhibit that held Shop-Hound spellbound, while she missed appointments right and left. It's a Century of Progress in children's playthings. Side by side are the barren kindergarten of 1875 and the 1933 paradise complete with pets and hundreds of things to make and do. A lot has happened since Froebel; even Montessori looks old-fashioned beside the 1933 nursery school.

The Enchanted Island is the children's Heaven at the Fair (Peggy Hambleton claims that she hung around for days waiting for them to remove the "Only-Children-under-Twelve" sign, so that she could run the electric trains.) The whole place is fun to watch, the children excited and large, bewildered mothers getting into chutes and being hurtled out into the crowd by mistake. Tony Sarg did much of the planning, and the Junior League had an important finger in the pie. The Chicago Junior League Children's Theatre has been giving a series of plays there since May and will continue until October. "Dodie" Winterbotham is unquestionably the star performer (there is a photograph of her on page 53), and Chicagoans believe that she is the best Peter Pan since Maude Adams.

For a good simple dinner at the Fair, try Old Heidelberg—full of *Gemütlichkeit*. Ask for a table right on the Lake—not at the noisy roller-coaster end—and relax over *Kalter Aufschnitt* and a stein of beer. An octette sings beautifully on one (Continued on page 65)

Let's pop in at the Streets of Paris after dinner. Every one admits that this is Not Worth While—but every one suggests going there in the same breath, and night after night finds the whole world, including Max Baer, going round and round on the merry-go-round, beer drinking, or laughing at the people trying to work up nerve enough to enter the Colonie Nudiste, which they know is quite harmless after all. There is a little retreat at this part of the Fair, too, that is fun—the Rendezvous, where you can watch the goings-on from the roof. That is, if you know one of the thirty members, no more, who reserved this spot—John Wentworth, Ward Thorne, Andrew Rebori, and others who had much to do with the Fair.

Shop-Hound's tracks from here on begin to zigzag in and out of the Fair grounds, and some of her priceless services have been recorded in neat categories farther along on these pages. There is much printed matter on the premises in Chicago that will make life simple. Serious exhibits need not be reported, for, with them, it's every man for himself. Some will bore you, some will fascinate you. It's the Machine Age, and, even



SHOP-HOUND ARRIVES BY SPEED-BOAT





MR. JOCK WHITNEY AT ARLINGTON



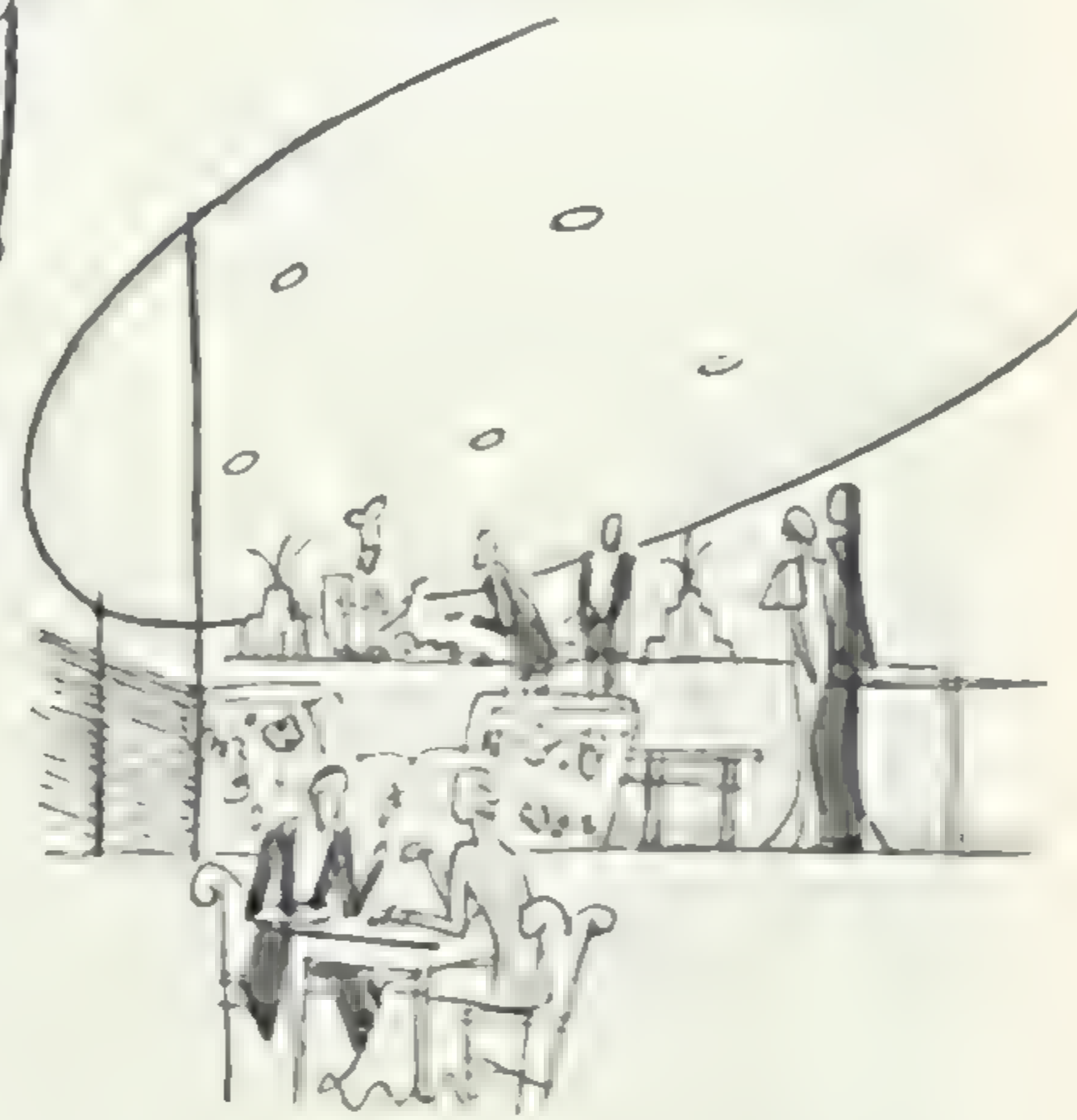
MR. PARKER BRYANT • MISS BETTY DIXON



OLD PLANTATION SHOW



THE ENCHANTED ISLAND



THE CENTURY CLUB

TWO PHOTOGRAPHS BY VICTOR R. HAVEMAN



MRS. HENRY FIELD AND MR. EDUARD KULIKOWSKI, POLISH VICE-CONSUL IN CHICAGO

FIVE PHOTOGRAPHS BY SCHAEFER, ACME



MISS JANE WYATT, MISS PEGGY HAMBLETON, MRS. PHILIP MAHER • (ABOVE) MR. BEACH CLOW, MRS. SOLOMON BYRON SMITH



SKETCHES BY NICHOLAI REMISOFF



## CLOTHES THAT LOOK FORWARD



BACK VIEWS ARE GIVEN ON PAGE 64

- AFTERNOON FROCK No. S-3654—It wraps around your torso and ties in back, and it's of Stehli satin georgette crêpe. Designed for sizes 32 to 42
- FROCK No. 6424—A deep, pointed yoke, pointed panels, and a low flare make this formal afternoon dress a wizard at thinning the figure. It's of Malinson's Rib-o-faille. Designed in sizes 34 to 48

- COAT No. S-3653—You can have a fur scarf-collar or a small tied one on this Forstmann's mossy wool coat (shown below). Designed for sizes 32 to 40
- COAT No. 6420—Here is a velvety wool coat to work a transformation on. The cape comes off, so you can wear it collarless. Or you can have an attached shaped collar. Designed for sizes 32 to 44







### New designs for practical dressmaking

FROCK No. 6417—Long tunics are with us again, and this has armholes and a neck built amusingly on the square. It's of velvety wool from American Woolen, and it may be made as a long dress. Designed for sizes 32 to 40

FROCK No. 6414—A smart example of distended, but not distorted shoulders is given on this "Easy-to-Make" belted dress. The full-length sleeves are cleverly cut in one with the yoke. Designed for sizes 14 to 20; 32 to 38

FROCK No. S-3652—Not a sign of a belt appears on this sheath dress of Onondaga faille crêpe; the shoulders have crest-like extensions in one with the front, and the sleeves nice elbow fullness. Designed for sizes 32 to 40





BACK VIEWS ARE GIVEN ON PAGE 66

### Couturier designs for practical dressmaking

**COAT No. 251**—It serves two purposes—this Forstmann mossy wool coat. For afternoon, wear it with the versatile fox scarf; for sports, with a bright wool scarf. Designed for sizes 32 to 40

**FROCK No. 252**—The neck turns back in two pointed revers. It's trimmed with white piqué, and the dress is of Duplan's seraceta satin. Note the skirt flare. Designed for sizes 32 to 40

**FROCK No. 250**—The back of this dress is slit very low and held by a chain brooch—making it amusing for cinema wear. It's of Cheney's "mothwing" velvet. Designed for sizes 34 to 42

**ENSEMBLE No. 254**—New points here: the satin bow on the wool dress; slightly projecting shoulders; low kick pleats; and a jacket with a very interesting yoke. Designed for sizes 32 to 40

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 360 Adelaide Street, West, Toronto, Ontario. Prices of patterns are given on page 71.



# The summer appetite is grateful for JELLIED CONSOMMÉ!



Consommé is such a happy choice for many a summer menu that you require it made "just so." In Campbell's Consommé you enjoy this invigorating soup at its highest perfection, with that final distinction of flavor and bracing goodness which only great soup chefs can achieve.

Served cold — as a dainty, sparkling jellied soup — it brings a welcome note of coolness and refreshment to the hot weather table. Served piping hot on those chilly, damp days which punctuate every summer, see how this Consommé cheers and brightens. Amber-clear broth of choice beef delightfully flavored with vegetables — a never-failing temptation to the appetite!

## Campbell's Consommé Jellied

To the contents of a can of Campbell's Consommé add one and one-half level teaspoonfuls of granulated gelatine, heating

the soup until the gelatine is dissolved. Chill in a refrigerator for at least three hours... Serve in cooled bouillon cups.



## 21 kinds to choose from...

Asparagus	Mulligatawny
Bean	Mutton
Beef	Ox Tail
Bouillon	Pea
Celery	Pepper Pot
Chicken	Printanier
Chicken-Gumbo	Tomato
Clam Chowder	Tomato-Okra
Consommé	Vegetable
Julienne	Vegetable-Beef
Mock Turtle	Vermicelli-Tomato

10 cents a can

LOOK FOR THE RED-AND-WHITE LABEL

# Campbell's Consommé



### Knitting on a small scale

• You might knit your small daughter a blouse like the one at the right—worn by little Mademoiselle Françoise de la Villehuchet, of Paris. Her mother has added a white piqué collar and cuffs and a pleated flannel skirt, and there's a pocket for a handkerchief in the red blouse. If this spurs your ambition—write to Vogue for directions (please enclose a stamped envelope). And make it of Viyella yarn, which you can get at Alice Maynard, in New York, or Marshall Field, in Chicago



HORST, PARIS

• That little knitted jacket at the far left was copied from an alpaca jacket that the Comtesse de Bouët-Willaumez brought from America to her five-year-old son, Jack. It's made of flannel-grey wool, in a simple jersey stitch that you won't find the least bit difficult if you try to knit it yourself

• And the turtle-necked sweater is worn by Master Giron, aged six. It's in navy-blue, copied after a grown-up man's sweat shirt, and very easy to knit in a pebbly ribbed stitch. Both of these boy's sweaters are fun to make and smart as smart. Make them of Viyella yarn (to be had from Alice Maynard in New York, or Marshall Field in Chicago). Vogue will send you the directions on receipt of a stamped, addressed envelope



## Elizabeth Arden introduces two brilliant new ideas...

### First:

#### A new Kind of Make-up



### Velva Beauty Film

It is a velvety finish for legs.

It comes in paste form, in a tube.

It serves as a perfect covering for blemishes.

It is superb *without stockings* for tennis and other outdoor sports, including those delightful new-old fads of roller skating and bicycling.

It is superb *under sheer evening stockings* for dancing and dining.

It comes in three shades:  
*Light, Dark and Evening.*

It is called Velva Beauty Film; the price is \$1.25.



### Second:

#### Remote Control of the Sun



### Ardena Sunpruf Cream

**New...**An entirely new preparation which leaves a film that protects the skin from burning rays.

**Convenient...**It comes in a tube. So convenient to carry.

**Appearance...**It is a vanishing cream that is completely undetectable.

**Tanning...**For a rich, uniform sun tan, apply the cream lightly; renew only when skin becomes warm.

**No Tanning...**Apply generously and frequently if you do not choose to tan.

**Application...**Rub the cream in thoroughly until it disappears. After sea-bathing dry first, and then apply.

Ardena Sunpruf Cream...Tube . . . \$1.25

**Do Not Burn...It is not smart! What is worse...it hurts!**

• *These two new Elizabeth Arden Preparations are sensations of the season at leading shops everywhere*

## ELIZABETH ARDEN

691 FIFTH AVENUE · NEW YORK CITY

LONDON

PARIS

BERLIN

ROME



## Lines? Flabbiness?

### Use this cream for the **Under Skin**

DO YOU KNOW where *lines* and *wrinkles* really begin? In your *under skin*!

If your under skin is firm and full, your surface skin stays unlined—like the smooth skin of ripening fruit.

But if lines appear it is a sign that your under skin is beginning to shrink. It is losing the natural fats and oils that keep it young and firm.

To correct this, use Pond's Cold Cream. Its oils penetrate deep into the under skin. Restore health and vitality to it. Firm it. Lines are smoothed out. Flabbiness vanishes.

#### A Marvelous Cleanser

Because it penetrates so deeply, Pond's Cold Cream is a thorough cleanser. After a cleansing with it, your skin is shades clearer! It sparkles with freshness and radiance!



Lines... Wrinkles... Sagging... begin in the **UNDER SKIN**. Use a cream that goes deep into the under skin. Restores its oils. Keeps it firm and full so that the outer skin remains smooth, unlined—Pond's Cold Cream.

## Dry, Rough Skin?

### This cream heals your **Outer Skin**

YOUR *OUTER SKIN* needs entirely different care.

It is being constantly attacked by sun, wind, dust. They dry it out. It shrivels. Cracks. Roughs up. It feels harsh to the touch. Looks coarse.

In Pond's Vanishing Cream, there are ingredients especially chosen to restore moisture to the dried outer skin. It heals roughnesses. Takes away shriveling. Softens the surface skin. Makes the pores fine.

Just *one* application softens dry, rough skin.

#### Greaseless! Holds Powder

For that reason thousands of women use it as a powder base. It makes your skin so smooth that your rouge and powder stay on for hours. Pond's Vanishing Cream is *greaseless*! You use it after cleansing. Your skin has a lovely, soft look. Never shines!



Dryness... Roughness... Coarsening... are faults of the **OUTER SKIN**. Use a cream with ingredients chosen especially to heal and soften it. To restore moisture. To protect—Pond's Vanishing Cream.

### Beautiful Society Twins keep skin flawless with Two Creams

MRS. REGINALD VANDERBILT, her skin fresh and firm as a magnolia blossom, says, "Pond's Cold Cream is extraordinarily penetrating. It does more than cleanse. It keeps lines away. The Vanishing Cream heals roughness instantly."

LADY FURNESS, incredibly like her beautiful twin sister, says, "Pond's Cold Cream has kept my face gloriously firm. Pond's Vanishing Cream prevents chapping and sunburns. I use it as a special protective. It holds powder for hours."



### FREE SAMPLES—Mail this coupon and See for Yourself!

POND'S EXTRACT COMPANY, Dept. H, 110 Hudson Street, New York City

Please send me FREE samples of Pond's Two wonderful Creams and exquisite Pond's new Face Powder. (Check shade): Naturelle ☐ Light Cream ☐ Rose Cream ☐ Brunette ☐ Rose Brunette ☐ Dark Brunette ☐

Name \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

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TUNE IN on the Pond's Players Fridays, 9:30 P. M., E. D. S. T. WEAF, NBC Network



TORKEL KORLING, CHICAGO

This is Yardley's exhibit at the Chicago Century of Progress, the only British cosmetic exhibit to be held at the Fair, executed in distinctive, modern manner

### ON HER DRESSING-TABLE

COTY'S famous trio of bath preparations has been put into new containers that are as fresh and cool-looking as a pool of blue-green water. There's the dusting powder, fragrant and smooth, and a grand big velour puff, in a pastel blue box with frosty traceries of white and green. The box has a water-proof base, for which you can give thanks to the maker if the corner of the tub is to be its resting-place. Then, the container for the Coty talcum, besides being a companion piece to the powder-box, has an ingenious leak-proof shaker top that will safely carry the contents through the vicissitudes of travelling. And lastly, the toilet-water is particularly alluring in a fluted crystal bottle with a green cap. Most of the Coty odours are represented in this harmonious ensemble, and you can buy the preparations together, or singly, at a pleasantly small price in all the better shops.

In addition to these, Coty presents two new specialized skin preparations. One, an acne lotion, is tinted to match the general skin colouring, so that it may be used as a powder foundation the while it is antiseptically healing and drying up skin blemishes. The other is an eye cream to combat fine lines and crêpyness about the eyes. All of the Coty products can be obtained in the department shops throughout the country.

Would you like to forget the heat and the humidity for an hour and find yourself, at the end of that time, refreshed and beautified of face? If you would, Margaret Jenkins's diminutive salon in East Fifty-Seventh Street is a good port of call. Here, because Miss Jenkins gives every facial treatment with her own capable hands, you are the only one being creamed and soothed into new beauty. What is done to your face depends entirely upon what your skin is, and needs, but the basic preparation of all treatments is a smooth, faintly pine-scented preparation known as the Margaret Jenkins's Cream Mixture. It

penetrates and softens; it stimulates gently; and it's remarkably effective in keeping skins young and fresh. You'll probably become so convinced of its merits, when you behold yourself in the mirror at the conclusion of the treatment, that a jar of it will go home with you. This, and the supplementing preparations, are obtainable only at the salon in New York City.

There has just been imported from France a perfume that Continental ladies of distinction have used for years. By name, it is Millot's "Crêpe de Chine," and by nature it is an intriguing blend of floral odours. If you are in quest of a fragrance that is fresh and light, and yet is subtly provocative and lasting, "Crêpe de Chine" is something for you. It may be had in a handsome crystal bottle, chaste and symmetrical of design, or in simple flacons, at Jay-Thorp and other shops in New York and throughout the country.

Eversweet Deodorant Cream is one of those efficacious and thoroughly efficient preparations that fastidious women wouldn't dream of being without. An application of this smoothly scented cream banishes perspiration odours for hours. And now this preparation has become decorative, as well, by virtue of a new container of royal-blue bakelite with an ivory-toned screw top. You'll find Eversweet Deodorant Cream in all of the shops around town.

If you are adept at this business of keeping recalcitrant waves in place with a setting lotion, you will hail Harriet Hubbard Ayer's newest preparation, Wave Set. It's almost as light and transparent as water, and yet it is of sufficient concentration to do a good job of setting the hair. When it dries, which it does with remarkable rapidity, the hair is left soft and lustrous, without a trace of flaky residue. The bottle itself is a paragon of perfection with a tightly fitting cap that defies spilling and corrosion. All of the better department shops have this aid to lovely hair.



*Absurdly  
low priced at  
55¢ and \$1.10*



**the skin tones**

**... fragrance**

**and fineness of  
costly powders**



A \$10.00 POWDER from Paris inspired the fragrance of Pond's new Face Powder. A \$3.00 powder noted for its perfect skin tones gave us our lovely shades. For texture, we followed a \$2.20 powder famous for its fineness.

Then we priced our powder at 55¢ and \$1.10!

No wonder the success of Pond's new Face Powder has been immediate and enormous. High quality need no longer be expensive. More and more smart women have come to know this. The moment Pond's Face Powder was introduced, it was recognized as being equal to the finest—really superior in colors, texture, fragrance to many well-known powders that exacting women had accepted as perfection.

Just compare this exquisite face powder with others for a day and you, too, will never desire a costlier powder again. Like Pond's famous Two

Creams, it gives you luxurious quality, the finest ingredients, at moderate cost.

You can buy Pond's Face Powder at department and drug stores. And you can see just the shade you buy through the lovely crystal jar

*In six Perfect Shades  
... for all types of skin*

NATURELLE for fair-skinned blondes . . . LIGHT CREAM for darker skinned blondes and clear-skinned brunettes . . . ROSE CREAM, a warmer shade for blondes and brunettes . . . BRUNETTE, popular with all types . . . ROSE BRUNETTE, a warmer tone for sun-tanned blondes and brunettes . . . DARK BRUNETTE for darker sun tan and brunettes of the Latin and exotic types.

**Generous Samples FREE! Mail coupon  
and see for yourself!**

POND'S EXTRACT COMPANY, DEPT. W  
110 Hudson Street, New York City  
Please send me FREE samples of Pond's exquisite new Face Powder and Two wonderful Creams.  
(Check shade): Naturelle ☐ Light Cream ☐ Rose Cream ☐ Brunette ☐ Rose Brunette ☐ Dark Brunette ☐

Name

Street

City  State

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*Pond's* **NEW** *Face Powder*

TUNE IN ON THE POND'S PLAYERS EVERY FRIDAY, 9:30 P.M., E.D.S.T., WEAF AND NBC NETWORK



# A WEDDING EMBASSY BRIDE

MRS. EDWARD HALE KENDALL, 3RD  
WHO WAS MISS LOUISE EWING McANERNEY



TELEPHONES  
WICKERSHAM 2-3044-2045

The Wedding Embassy, Inc.  
32 East Fifty-seventh Street  
New York

May 22<sup>nd</sup> 1933

My dear Mrs Kendall

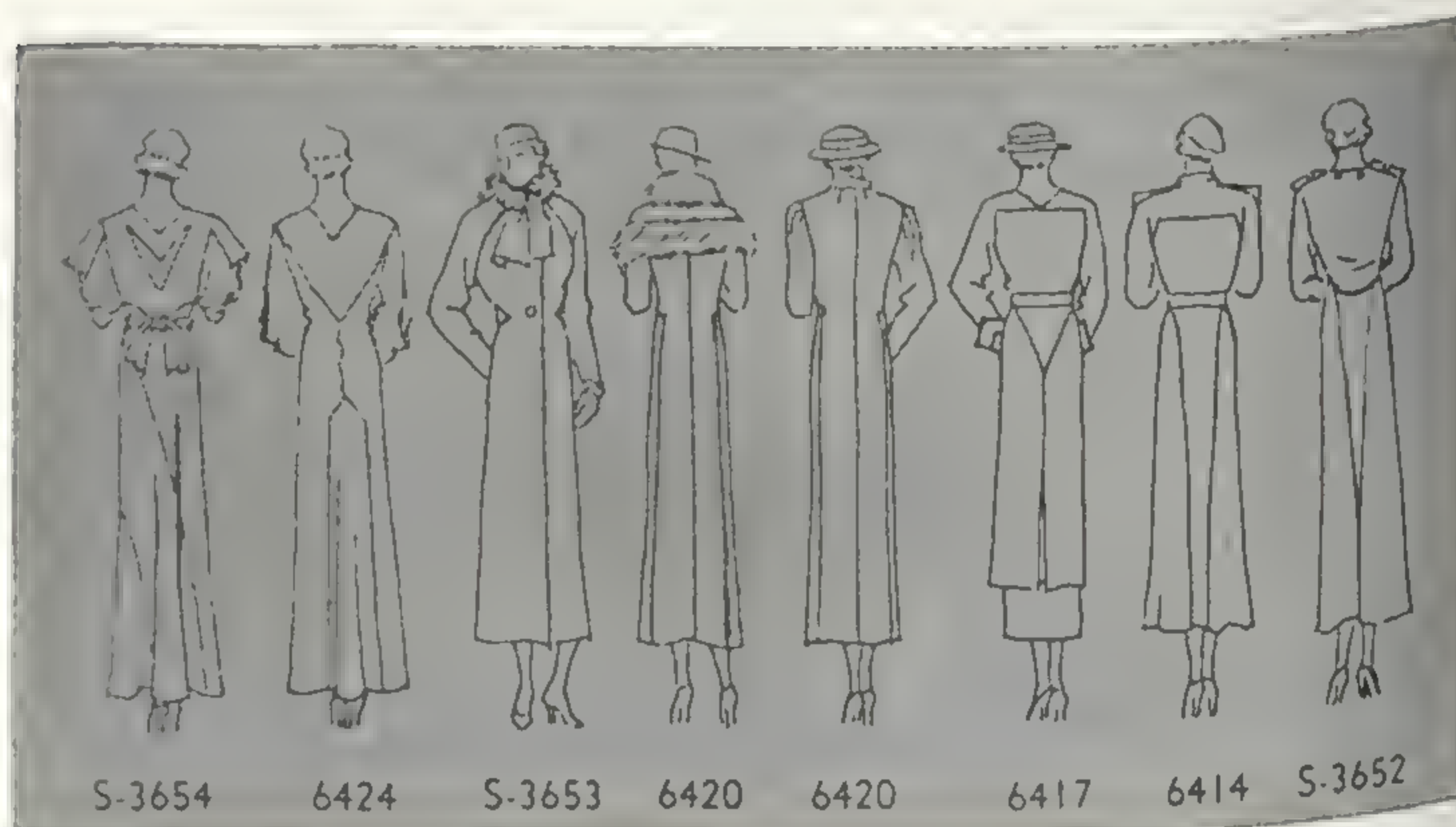
Thank you for permitting us to use your name and photograph as our advertisement. As you so very graciously wrote in your letter to us ..... "It is in appreciation of all you did for me in the preparation of my wedding, especially your Budget Shopping Plan".....

May I say that it was our pleasure to render you this service.

Most Sincerely Yours

Mari Cordell Brenning

## FASHION MAKES A SMART TURNABOUT



The unbelted princesse line, pointed panels, distended shoulders or simple shoulders, and other new theories and details of fashion point up these autumn models very effectively. You will find larger, front-faced views on pages 56 and 57

## A PORTFOLIO OF PRACTICALITIES

(CONTINUED FROM PAGE 47)

new coats. Kidskin is far preferable to woolly caracal. On the same theme, you'll find good ocelot preferable to second-rate leopard, and right for young things at institutions of learning.

The short swagger, as well as the straight bulky coat, can be done beautifully in inexpensive furs. There are two good examples on page 48. The third silhouette of the year, the long, fitted perennial, is safest in a custom-made coat, but even here there are exceptions—like the very smart and modestly priced double-breasted kidskin one, also shown on page 48.

As to colours, there seems to be a minor international disagreement. Paris cables that, besides black, only beige and dark brown furs are being shown. Our private hunch after reviewing the New York showings would be that grey will be tremendously smart on this side of the Atlantic. Grey kidskin, caracal, squirrel, and dark Persian lamb are all about, and exceptionally becoming, because the Schiaparelli-eel influence has taken away that cold steely colour that was so trying. The greys are warmer because of it, although, in our estimation, only very fine caracal skins will take a true eel shade.

### FUR COATS FOR THE YOUNG

Lapin seems to have gone the way of all flesh. We are happy to report one charming substitute for the white bunny evening wraps that very young things loved enough to make into a uniform. Squirrel tummies, it is, worked in masterly ways like ermine, without, somehow, looking at all pretentious. (Squirrel tummies, incidentally, are all creamy-white, without those grey streaks usually associated with squirrel.) Wisely, the squirrel-tummy models have been made young and foolish—little capes and swagger coats that you'll dote on. Though these will never reach the \$19.50 lapin level, being finely made, the

very best shops will have coats of this type for as low as around \$200.

One more word to the wise: the minute you start shopping for fur coats in the small hundreds, you'll find dozens of dear little models with great peaked shoulders, balloon sleeves, and pussy-cat bows. Shun them with raised eyebrows, for a fur coat at any price should depend on beauty of skins and simple lines. And be of good cheer, for we've seen magnificently styled ones this year for less than \$200. If you have furs to make over, it pays to get a Master's touch for them, too. Don't forget capes, elegant this year as good remodelling possibilities. And if you happen to be the proud possessor of one or two silver fox skins, people like H. Jaeckel and Sons will give you a new lease on life by doing them into the new bracelet scarfs or mounting them casually for a little cape.

### MUSKRAT CHANGES ITS COAT

Gunther's on Fifth Avenue, is opening a Younger Fur Department—coats that are comparatively inexpensive. It's quite the place to lure father when you want to sell him the idea of buying you a bit of fur for campus wear. Gunther has removed the stigma from muskrat. This fur has been subjected to the same treatment given wire-haired terriers—plucked—and its aspect is entirely changed. It's sleek and lustrous and can stand up appropriately under twenty-four hour duty.

All of the coats shown on pages 48 and 49 are well made, of fine pelts, and cost roughly from \$200 to \$500. Every one is fur-minded, this year, and if you feel that even these prices make an investment (what with the cloth coat you had in mind and that sports coat that's still good), concentrate on a muff or a muff and a scarf with an air about them. Furs of some good kind will do more for one's state of mind than anything but perfume, and the combination is irresistible.





**Budweiser**  
KING OF BOTTLED BEER

Because it fits so gracefully and so gaily into the scheme of good living, BUDWEISER is recognized as the King of Bottled Beer. Millions who welcomed beer back, are finding there is only one BUDWEISER—brewed and fully aged in the world's largest brewery.



A N H E U S E R - B U S C H ~ S T . L O U I S



# 2 YEARS OF VOGUE \$8

**IF BOUGHT AT THE NEWS STAND      \$16.80**  
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**A SAVING OF \$8.80**

**2 Vogues a month**  
**2 years . . . 48 issues**  
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Millinery—Furs—Fashions for School—	Aug.	15
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Hats and Gowns from Early Paris Openings—	Sept.	15
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New York Fashions—	Oct.	15
Fashions for Limited Incomes—	Nov.	1
Vanity Number—	Nov.	15
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Fashions North and South—	Jan.	1
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Spring Fabrics—Designs for Dressmaking—	Feb.	1
Spring Millinery—Accessories—	Feb.	15
Spring Shopping—	Mar.	1
Hats and Gowns from Early Paris Openings—	Mar.	15
Paris Fashions—	Apr.	1
New York Fashions—	Apr.	15
Brides—Interior Decoration—	May	1
Summer Travel—	May	15
Summer Fashions—	June	1
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Autumn Forecast—	Aug.	1

- Vogue, at the news stand, costs 35c, a copy. A year's subscription (24 issues) costs \$5.00. As a special offer, you can get TWO YEARS (48 issues) for \$8.00

● This is only your first . . . and smallest . . . saving. Every dollar you invest in Vogue's early, authentic fashion information can save you a hundred.

● You waste no money on buying the wrong things. The gown you buy and never wear is the really expensive gown. Gloves, shoes, hats, that just miss chic are the ones that cost more than you can afford. You may easily save many times Vogue's purchase price by avoiding a single over-popular or declining style.

● You waste no money on buying unnecessary things. Guided by Vogue, you plan your whole season's wardrobe in advance, complete, with interchangeable accessories. It is really amazing how many things, unthinkingly bought by less well-informed women, you do not need at all. You may easily save Vogue's purchase price in passing by a single unneeded scarf or bag.

● And . . . if you accept this special offer . . . you will have Vogue to insure the correctness of your entire wardrobe, twice a month, for two whole years.

● Chic is a matter of information, not of income. Wrong things are often costlier than right. What you leave off is even more important than what you put on. Guided by Vogue, you may look smart on a \$100 expenditure, while uninformed women look frumpish in \$10,000 worth of mink and pearls.

● Why take chances again this year, when . . . by simply sending in the coupon below with \$8 . . . you can insure full value from every dollar of your dress allowance for two whole years?

## SIGN, TEAR OFF AND MAIL THIS COUPON TODAY

The Condé Nast Publications, Inc., 420 Lexington Avenue, New York City

- ☐ Enclosed find \$8 for which send me TWO YEARS (48 issues) of Vogue, beginning at once.
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## SHOP-HOUND GOES TO CHICAGO

(CONTINUED FROM PAGE 54)

side, and boats ply up and down the waterfront on the other. If you want to make it a progressive dinner, pop over to the Belgian Village across the way and have *gaufres sucrées*. It looks more authentic, this Belgian Village, in the enchanted night light—the gabled roofs and cobble-stoned streets look old and atmospheric, less like stage scenery. The long terrace restaurant, the Leopold, has a maître d'hôtel who is an old Chicago favorite—Gaston—and it's a pleasant spot for chocolate in the afternoon, too. You'll be pleased to know that, though the buildings are papier-mâché, the Belgian waitresses are genuine! On another evening, go to the Rutledge Tavern, in the Lincoln Exhibit, where barbecued meats sizzle on spits.

For coffee, you might go to one of the Arab places. Anyway, walk through the Oriental Village. This may be hokum, but you'll like it! Here is the perfume Bazaar of Hamadi Smida—"Distiller of Essence of Flowers." Late of Souk-El-Attarine, Tunis, Monsieur Smida presides over an array of rare scents—not cheap, but lasting and insidious in their charm. Resisting the palmists, the sand-diviners, and the soft-slippered fakirs, go on down to the Old Plantation Show. The Come-On is grand, and one case where the Teaser is almost the best part. Dancing—strutting—barking, girls of all shades strutting their stuff in front of the Mississippi Showboat façade, a real moon hanging overhead, but looking artificial. The fliers—the fliers! Everybody rushes to the Italian Restaurant, suddenly become the centre of things. There are spurts of popularity in various parts of the Fair, shifting, shifting, and the crowd follow like sheep.

## GENERAL MERRIMENT

Just north of the Fair grounds, the harbour is full of long, sleek yachts. Every one in the world seems to have come to the Fair, whether by land, by air, or by water. Eugene McDonald's *Mizpah*, Charles Davis's *Malabar II*, the Sheldon Clark's yacht, and dozens of others lie at anchor. This feeling of water transportation all about is part of the Chicago charm.

Every one is entertaining for every one else. Chicago has always been hospitable, and this is the opportunity of a lifetime to give the visiting fireman a whirl. Guests are here from all over the country. A story about Lucy Linn (Mrs. Howard Linn), The Indefatigable, will give you an idea of it all. She had a wire from an out-of-towner saying, "Arriving noon today, don't plan any parties as am very tired." When the guest arrived, she found a note on her dressing-table like this: "Rushed over to races. Sending car to bring you to McCormick's for luncheon, dinner and dance at Russell Forgan's to-night, Fair Monday, luncheon Century Club, dinner at Joseph Ryerson's Monday night. Arranging other plans when I see you." Mrs. Linn has been entertaining the Whighams, among other New Yorkers, the Glores have been entertaining the Harold Talbotts, the Russell Forgans have been entertaining the

Bradford Normans, and Joseph Ryerson has been entertaining every one. There have been parties and more parties for weddings, and, now that most of that excitement is over, there is the engagement of Betty Dixon and Parker Bryant, Mrs. A. Watson Armour's nephew, to celebrate. The Sydney Heaps gave an hilarious gathering for them, right on the Fair grounds on a moored pleasure boat.

## SPORTS IN CHICAGO

Arlington will be closed for the season when this appears, which is something to sigh about. For weeks, the track has been the gayest place in the country, and evenings were given over to discussions of the day's racing. The Post and Paddock left no margin of smartness to The Turf and Field, and the first strings of many of the best stables in the country were there. Jock Whitney came to look things over, and, of course, Chicago's great character, Mrs. John Hertz, was there.

The Polo, however, continues, and you might watch the papers for horse-shows and polo matches at Fort Sheridan, most of which are open to the public. There are several good polo teams around (Winston Guest was the local excitement for some time), such as the Onwentsia, Oakbrook, and Sixth Corps Area. The tennis is good around Chicago, too, and there will be lots of tournament play.

The only thing missing, in fact, seems to be good music. There are possibilities in the newly organized Chicago Philharmonic Orchestra, which Czerwony conducts and which gives concerts spasmodically.

Shades of your childhood, when—if you were in Chicago—you were probably dragged through Marshall Field's with a promise that, if you shopped like a good girl, you could go to the toy department afterwards and then to the tea-room for what seemed the best ice-cream in the world. The toy department is still something even to Shop-Hound's adult eyes, but she got into the wrong tea-room for ice-cream. Marshall Field's is still indescribable, still vast and labyrinthine. The clothes shopping problem has been simplified now, however, and the sixth floor holds all the ready-to-wear neatly categorized. Some specially chosen things have a smart little shop of their own called the Fashion Center, where you can get everything quick—like that—the minute it leaves the couturier mind. The new Augustabernard satins are in and so elegant.

The Blackstone Shop is a most elegant-looking place to spend your money in Chicago. Circular ateliers done in a fine modern Empire blend, with much grey and cool dark green, are a perfect background for beautiful clothes. The clever Mrs. Philip Maher, whom we snapped in her little town garden (see page 55), worked the *décor* out with her architect husband.

Blum's have their stunning "Vogue" shop and Blum's "North"—both very convenient. They've done a beautiful job on their Junior shop, where you have one of those extraordinary chances to pick up something for nothing—to make you feel better after you've invested (Continued on page 69)

# The Finest Vinegar

## NOW COSTS LESS



## PIQUANTE DRESSING

Mix 1 teaspoon salt, 1 teaspoon sugar, ¼ teaspoon paprika and ½ teaspoon mustard together. Add ½ teaspoon Heinz Worcestershire Sauce, ¼ teaspoon onion juice, 2 drops Tabasco Sauce, 5 tablespoons Heinz Pure Vinegar and ¼ cup Heinz Pure Olive Oil and beat thoroughly.

Use Heinz Pure Olive Oil liberally as a salad oil and for any appetizing relish. This rich, golden liquid is imported from the Heinz plant in Seville, Spain. Only the first light pressing of select olives is used.

HEINZ SANDWICH SPREAD

HEINZ SALAD CREAM

HEINZ SALAD DRESSING

HEINZ MUSTARD

YOU can buy Heinz Pure Vinegars today at the lowest cost per ounce in history—actually for less than bottled table water!

When choice vinegar is so inexpensive, why risk spoiling your salads with a dressing made with sour, green, puckery vinegar?

Heinz Pure Vinegars are aged in wood until every drop is mellow with fruity bouquet and flavor. Use them in your dressings—in cooking—and see how extra good they make things taste—how they *bring out* the fresh, hidden flavors of vegetables, meats and fruit!

Your grocer supplies four rich Heinz vinegars, in convenient sized bottles... Cider... Malt... White... Tarragon... a flavor for every taste... Write for Heinz Book of Salads containing scores of delicious salad recipes... sent free on request.

H. J. HEINZ COMPANY  
PITTSBURGH, U. S. A. • TORONTO, CAN. • LONDON, ENG.

# HEINZ

## Pure Vinegars

LOWEST PRICE PER OUNCE IN OUR HISTORY



## THE BACKS OF COUTURIER DESIGNS



These views of the models shown to greater advantage on page 58 further the impression of great chic through cut and line. Note, too, the return of the tunic, in No. 250. The scarf of No. 251, appearing at the left, shows another way in which you may sling fox-and-fabric around your neck

## SOCIETY

(CONTINUED FROM PAGE 9)

## WEDDINGS

## NEW YORK

**Burns-Gallatin**—On June 12, in the Church of the Resurrection, Mr. Edward H. Burns, of Brooklyn, New York, and Miss Nancy T. Gallatin, daughter of Mr. Frederic Gallatin, of Paris, France, and the late Mrs. E. Trowbridge Bell.

**Conrad-Asendorf**—On June 16, in the Church of the Ascension, New York City, Mr. Harrison Whittingham Conrad, son of Mrs. A. Rogers Conrad, and Miss Eunice Asendorf, daughter of Mr. and Mrs. Hermann J. H. Asendorf, of Red Bank, New Jersey.

**Craig-Goldsmith**—On June 28, Mr. Thomas Moore Craig, son of Mr. and Mrs. Arthur Craig, of Charlotte, North Carolina, and Miss Norah Belle Goldsmith, niece of Mr. and Mrs. Louis du Pont Irving, of Southampton, New York, and "Sunnyside," Irvington-on-Hudson, New York.

**Soutter-Patchin**—On July 22, in the Church of the Advent, Westbury, Long Island, Mr. Robert Soutter, of Boston, Massachusetts, and New York City, son of the late Dr. Robert Soutter and Mrs. Soutter, of Boston, and Miss Phyllis Carter Patchin, daughter of Mr. and Mrs. Robert Halsey Patchin, of New York City and Old Westbury, Long Island.

## BINGHAMTON

**Decker-Wadsworth**—On July 10, in the Trinity Memorial Church, Binghamton, New York, Dr. Arnold Decker, son of Dr. Charles S. Decker and Mrs. Decker, and Miss Emily Wadsworth, daughter of Mr. and Mrs. Rufus G. Wadsworth.

## CINCINNATI

**Barnard-Merrell**—On July 8, Mr. Reginald Napier Barnard, son of Mr. and Mrs. Robert C. Barnard, and Miss Mina Louise Merrell, daughter of the late Stanley Wilson Merrell and Mrs. Merrell.

**Greer-Millard**—On April 22, Mr. Henry Lyman Greer and Miss Elizabeth Millard.

**Reese-Bonnyman**—On June 17, at "Red Gables," Mr. Theodore Irving Reese and Miss Mary Golden Bonnyman, daughter of Mr. and Mrs. James Bonnyman.

**Schneider-Vanderbilt**—On June 29, in Christ Church, Cincinnati, Ohio, Mr. Phillip Schneider, junior, son of Mr. and Mrs. Phillip Schneider, of Eaton, Ohio, and Miss Lefreda Weir Vanderbilt, daughter of Mr. and Mrs. Oliver De Gray Vanderbilt, junior, of Madeira, Ohio.

**Withrow-Edwards**—On May 23, in the Walnut Hills Christian Church, Mr. Andrew Hickenlooper Withrow and Miss Adelaide Edwards.

## WEDDINGS

## POUGHKEEPSIE

**Miller-Sague**—On June 18, in Poughkeepsie, New York, Mr. John MacDonal Miller, son of Mr. and Mrs. Theodore H. Miller, and Miss Katherine North Sague, daughter of Mr. and Mrs. John Kelsey Sague.

## SAINT LOUIS

**Glidden-Butler**—On June 19, Mr. Arthur Leland Glidden, of Englewood, New Jersey, son of Mr. Nathaniel Glidden, of New York City, and Miss Jane Butler, daughter of Mrs. Henry S. Butler, of Saint Louis.

## SAINT PETERSBURG, FLORIDA

**Nelson-Harris**—On June 28, at Clearwater, Mr. Carl Lewis Nelson, of West Palm Beach, Florida, son of Mrs. Kersten Nelson, and Miss Martha Eleanor Harris, daughter of Mrs. John David Harris.

## SEATTLE

**Auzias de Turenne-Fetter**—On July 17, Mr. Leon Auzias de Turenne, son of Mr. and Mrs. Raymond Auzias de Turenne, and Miss Elizabeth Bradford Fetter, daughter of Mr. and Mrs. Harvey J. Fetter.

## SPRINGFIELD, MASS.

**Carson-Tift**—On June 28, Mr. Donald Carson, of Springfield, and Miss Evelyn Tift, daughter of Mr. and Mrs. Lewis E. Tift.

**Davidson-Murray**—On June 26, Mr. Alexander Davidson, junior, of Buffalo, New York, and Miss Ruth Pamela Murray, daughter of Mr. and Mrs. Arthur A. Murray.

**Smith-Everett**—Mr. Mason Rossiter Smith, of North Tonawanda, New York, and Miss Jane Elizabeth Everett, daughter of Dr. Frederick L. Everett and Mrs. Everett.

**Thomas-Coffee**—On July 1, Mr. John Samuel Thomas, of South Orange, New Jersey, and Miss Patty Elana Coffee, daughter of Mrs. Melvin Deane Southworth and the late Lieutenant Arthur Gill Coffee.

## SYRACUSE

**Estabrook-Ingalls**—On June 26, Mr. Charles S. Estabrook, junior, son of Mr. and Mrs. Charles S. Estabrook, of Mr. Fayetteville, New York, and Miss Martha Winthrop Ingalls, daughter of Mr. and Mrs. George W. Ingalls, of Fayetteville.

## UTICA

**Divine-Lees**—On May 27, Mr. Bradford Dalton Divine, son of Mr. and Mrs. Bradford Divine, and Miss Norma Lees, daughter of Dr. Rush Oliver Lees and Mrs. Lees.

**Rogers-Clark**—On June 28, Mr. Ralph Rogers, son of Mr. Charles B. Rogers, of Clinton, New York, and Miss Annette Clark, daughter of Mr. and Mrs. Earl Clark.

## YOUNGSTOWN, OHIO

**Davis-Turner**—On May 20, at Annapolis, Maryland, Ensign Burton Davis, U. S. N., son of Mrs. Elizabeth Davis, and Miss Jean Turner, daughter of Mr. and Mrs. William B. Turner.

## AUTUMN CHIC

... done in the Stevens manner

Here, if ever we saw one, is the perfect start-the-season ensemble. New lines . . . you see how the shoulders are prominent without that balloon look (now deceased) . . . how it tapers to a slender waist . . . how the capelike jacket gives a sophisticated flavor to the delightfully simple dress.

You can't, however, begin to realize the soft, fuzzy texture of the new imported woollen used. It's Vorellya—and a veritable gem. In a luscious brown with snow-brown fox, and the new eel grey with dark chinchilla fox. Sizes 14 to 20 and priced at \$65. This is just one of ever so many attractive Stevens ensembles. The pert felt hat (new as can be) is \$12.50.

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"I wonder **WHY**  
this soap actually  
makes my skin  
younger-looking?"

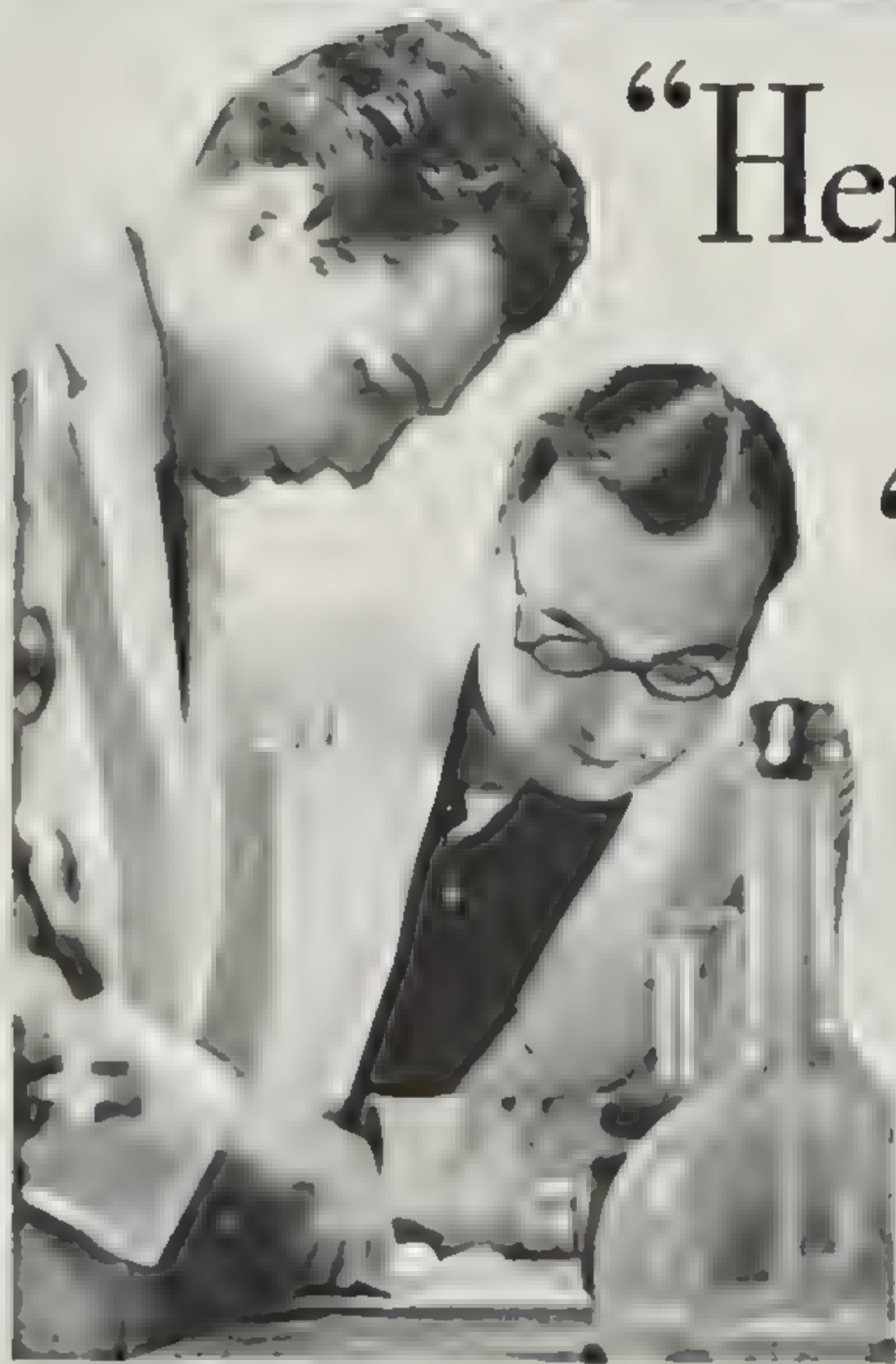
"I don't know why...  
but we've all been  
using it for years  
because it does..."



"Here's **WHY**, Miss Bennett!"

SCIENTISTS NOW EXPLAIN...

"This soap contains  
precious elements  
Nature puts in skin  
to keep it *youthful*..."



JOAN  
BENNETT

Lovely Fox star. Scien-  
tists now tell her why  
this soap is such a won-  
derful aid in keeping her  
skin young-looking.

MARIAN  
NIXON

Fascinating Fox star  
who is one of 686 out of  
694 important Holly-  
wood actresses who use  
this beauty soap.

THINK OF IT! Scientists find this beauty  
soap actually contains precious elements  
skin itself has...and *must* have to stay  
youthful!

Here's news of vital importance to every  
woman who ever has said: "I *wish* I could  
keep my skin radiant, *young-looking*."

Nature puts certain precious elements in  
every type of skin. Youthful skin is rich in  
them. But, as the years go by, these elements  
are gradually lost, making skin dull...old-  
looking.

#### The Secret of Youthful Skin

But here is good news: Scientists now  
say, you can *check the loss* of these precious  
elements!

Lux Toilet Soap, with its complete free-  
dom from harshness, its ready solubility,  
and its content of precious elements, is a wonder-

ful aid in keeping skin young-  
looking, they declare.

No wonder screen stars are so  
devoted to Lux Toilet Soap. 686  
out of 694 important Hollywood  
actresses use it. And it's *official* in  
all the big film studios.

#### A Lovelier You

Millions of men and women every-  
where are proving to their own  
satisfaction every day that this fragrant, white  
soap actually keeps skin younger-looking.

Why don't *you* let this scientific care keep  
*your* skin exquisite? Get two or three cakes  
of Lux Toilet Soap—start today to use it  
and watch your skin grow lovelier.

#### For EVERY Type of Skin

...dry...oily..."in-between"—

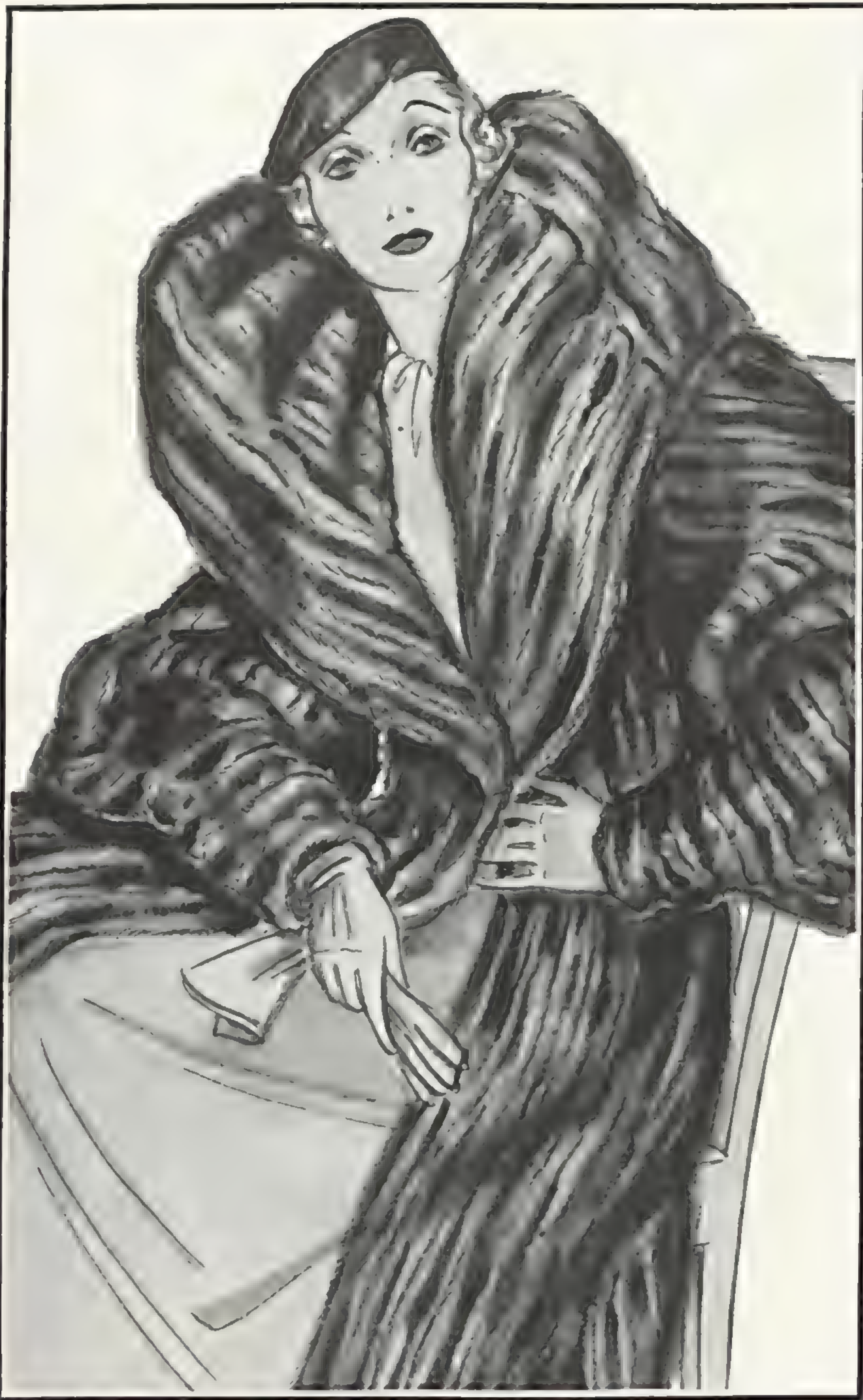
"No wonder the stars  
*like this soap...*"

says Miss Barbara Foltz, of  
Indianapolis, Ind. "I read  
the enthusiastic praise that  
Hollywood stars give Lux  
Toilet Soap. So I tried it.  
It works miracles in keep-  
ing the skin  
youthful-  
looking and  
smooth."



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CHICAGO

## MAJORING IN BEAUTY

(CONTINUED FROM PAGE 40)

and easier. And here is where one of the newer schools of cosmetics comes into the picture. The liquid shampoos—those that you use in the regular way, or with only a little water, or with no water at all, just dousing them over your head—are superb. Usually, you do your shampoo under the shower, and there's no better way of getting the soap rinsed out. If you should be in a dormitory not equipped with showers, buy yourself a hand-spray and put it on one of the faucets. You can hang your head out of the window of a sunny afternoon (Friday is a great day for head hanging along a campus building) or dry your hair near the radiator, with a heated Turkish towel. If you are also your own *coiffeuse*, one of the light, non-sticky wave lotions helps you do a masterly job. There's not much to say about how you wear your hair. Simple coiffures are the smartest, anyway, and nine-o'clock class dashes don't permit much hair-dressing. The Alice-in-Wonderland bandeaux are good for keeping hair in place, and you can get them in colours now. Keep your combs and brushes meticulously clean. Get some ammonia, and wash them every time you have a shampoo.

### COLLEGE LAUNDRY

College is a place where you're pretty sure to be doing a bit of your own laundry work, too, though perhaps it's limited to stockings and gloves and knickers. Depend on good soap flakes—such as Lux—for this, and you can undoubtedly do it better than the college laundry. All you do is swish things around in lukewarm water and the soap flakes and then rinse them out. If there's any kind of a supply shop on campus, it's bound to have soap flakes.

Make-up on the campus during the daytime is as rare as a spangled evening dress—with one exception. Unless you are the type who never does any making up at all, you'll put on lipstick as surely as you put on your dress. It's funny—but true. On the other hand, you'll use practically no powder. There are probably more shining faces on college campuses than any other cross-section of the world. But week-ends are different. In fact, they are so different that a girl you meet on campus on a Wednesday might pass by totally unrecognized as the gorgeous person you see dancing on Saturday.

Unless you've been in college, or boarding-school where week-ends are allowed, there's no way of understanding what a week-end means in life. There are two forms—the one when the visiting beau comes, which is exciting. Or the one when you go off to house-parties or proms, which is infinitely more exciting. You plan whole wardrobes around them, and you make use of every beauty aid you own. One way to treat the cosmetic situation is to have a make-up box in which you keep the stuff you use over the week-end out of the way. Powder and loose-powder vanity-case and the ubiquitous

lipstick. Rouge, very infrequently, because as a rule you have all the colour you want. Very often, some eye make-up, usually mascara, if the lashes are light. The little eyelash curling-irons have a certain vogue. Eye shadow isn't done much, but, if you rub white vaseline over your lids, they look shiny and glamorous. One of the little eyebrow brushes is something you ought to have anyway, to brush your eyebrows into place and your lashes up.

### TO HOLD EVERYTHING

The most perfect thing in the world for the week-ending business is a complete little cosmetic kit. Not many college girls can afford the beautiful fitted cases that all the beauty creators offer, but there are marvellous new little kits—compact, good-looking, complete, and inexpensive. For example, the young person whirling off to the waiting trolley in the sketch on page 40 has tucked under her arm Helena Rubinstein's latest beauty kit—which is, in a word, a honey! It is smart as anything and has in it everything you want, including some of those marvellous beauty grains that take the place of soap. These kits are not so much a report of what's done, as they are a suggestion of what you can do, and a good one at that! The Rubinstein kit may not be available at your shop at the time you read this, but it will be out by the time you're going off to college.

Of course, sun-bathing has taken the collegiate world by storm. Even if you go on in September complete with your summer tan, you'll go right on sunning up on the roof, in order to hang onto your brown as long as possible. Always use oil—olive-oil, if you like, although one of the pleasant-smelling sunburn oils is much nicer, and always keep the bust covered—not for propriety, but for health. Of course, every one knows the story of the sudden rush of airplanes over Vassar when the sun maidens first took to the roof, and, at Wellesley, the saga is that girls lying bathed in the sun look upwards to find visitors who have scaled Tower Court gazing down at them instead of the beautiful view of Boston.

As to incidentals, every girl at school ought to have good manicure equipment, which is obtainable in complete and amazingly reasonable kits. No word of warning against deep polish is needed, because there's no temptation unless you're dressing up. Deodorants, by all means. There, it is to be stated with regret, many a girl seems to have failed to read those advertisements that hold out such a stark future if she neglects this phase of grooming. And eye-baths. Try using a good, soothing eye-wash after studying one night till twelve or one o'clock—and see how you like it! If you want a little expert advice on the names of the individual things that you would like for yourself, write to Vogue, and we'll tell you, promising to bear in mind the fact that allowances are factors to be coped with.





## SHOP-HOUND GOES TO CHICAGO

(CONTINUED FROM PAGE 65)

your All in one of their grander outfits.

Martha Weathered's two shops still have as ladylike clothes as you ever saw, and, pleasantly enough, they've taken advantage of the price sitchiation to start at \$29.50. Shop-Hound was charmed to find that this let the Chicago debs on limited allowances into this veddy exclusive shop.

Of course, Saks-Fifth Avenue in Chicago is almost irresistible, because the first floor is so glittery and perfumy that you have to rush out quickly before you buy all sorts of things—like very swish underthings. Prices have a vast range. And you couldn't find a better place for luggage either—a branch of the famous New York department.

The Accessory Shop at Carson, Pirie, Scott's has lovely gadgets to refresh a Fair-worn wardrobe, and, if you find yourself suddenly desperate for the odd bathing-suit or sweater to fill in, don't forget that there's a Peck and Peck shop in Chicago, right down at the University Club building. Charles A. Stevens' sports shop, too, has always been good and, unlike most of the stores during sale months, makes an attempt to keep stocked with something between sizes ten and forty-four.

For the odd hat, discover Lily Hefernan, a grand, rangy gal who calls all the young things in town by their first names and does you up proud for not too much money. A Chicago discovery for smart people who like specialty shop clothes without specialty shop prices. Outstanding shoe shops are Wolock and Bauer, and O'Connor and Goldberg. Although you'll find them full of sales during most of the Fair time, there should be some advance autumn things in by the last of August that promise to be grand.

## CHICAGO WARDROBE

If you want to be efficient and bring all the right clothes with you, be warned that Chicago is considered a resort in the summer, however tall the buildings. Women who wouldn't be seen dead on the streets of New York with white shoes on, wear them to luncheon at the Century Club in Chicago. Well-dressed girls breeze around town in sports clothes.

The uniform for Fair-goers seems to include dark glasses—a good idea, for the glare is bad in the middle of the day. Take low-heeled shoes for obvious reasons. Outside of the Fair, the smartest women have all gone mad for big hats, which they wear to luncheon with prints and such. Evenings are apt to be cottony and lineny, with satin exceptions. Mrs. George Saddle and Cycle—with reddish hair and emeralds. Mrs. Henry Field startled the town with an ankle-length balinese cotton dress and a big hat for cocktail time. Mrs. Harold Strotz solves one problem by going on to dinner in a little white organdie cap, black dinner-dress, and white organdie tiered cape.

At the Saint Jean de Luz party, Mrs. Richard Hill Fleming wore a red-and-white checked gingham, and Shop-Hound was delighted to see one of Chicago's notably well-turned-out la-

dies in our favourite polka-dotted mouseline from Vogue's Smart Economies.

At this point, your reporter went into the matter of reviving tired spirits in an extensive way—which you will understand when you have spent a certain amount of time around the hot-and-cold-running exhibits at the Fair.

Don't wait until you are entirely spent, with nerves on the ragged edge, before going to Marshall Field's for a body treatment, though, even at that stage, the Macgregor Cabinet here will achieve miracles. This is none of the hotbox idea of the fuming-and-steaming school. You stretch the weary body out under a cylindrical arrangement that is magnetically wired and equipped for dispensing various suitable light-rays. By a control system adapted to individual needs, the body is relaxed, soothed, and then gently stimulated. Meanwhile, your face is cleansed by the charming young Swedish nurse who is in attendance, and cool wet pads are placed over the eyes, and an ice-bag under the head. During the second half-hour, you have a scrub and a shower, and then a grand luxurious massage. You can even take a nap, if you like.

## MORE ABOUT BEAUTY

At Charles A. Stevens's Powder Box, very extensive, every one is in a dither about the "she-couldn't-stand-machinery" permanents. Also, a new herb tint that gives just the right glow to your hair. This is done without chemicals and has become a Chicago rage. At all of the big stores, of course, you can be done up from top to toe in the greatest comfort. Stevens's has those nice Jaquet preparations and treatments.

Carson, Pirie, Scott do it the Deletrez way, which is very thorough, very meticulous, and wholly satisfying. The dispensing room is a model of clinical sanitation and efficiency. One of the specialties is a "balanced shampoo"—a vegetable shampoo which is adapted to bring out the lights of the hair and to counteract any oiliness or dryness. Poor, tired feet are given a special department, which dear knows they need! Here you can get a foot massage with special preparations—finishing off with a vibration treatment which makes All The Difference.

Saks-Fifth Avenue preserves the name and spirit of Antoine in its Beauty Salon, and here Shop-Hound discovered some sensible form-fitting chairs—so that even a long session becomes an interlude of peace.

You'll find your favourite famous beauty specialist on Michigan Avenue, or close by. Probably you'd recognize the Elizabeth Arden Salon, on East Walton Place, even if it weren't named. The lingerie atelier on the first floor is the place to buy that little gift—feminine French frou-frous and fripperies. The second floor is the Silhouette Shop—devoted to hair-cuts, shampoos, and such—grand for permanents that look natural. Up-stairs are the treatment and exercise rooms. Arden's Sunpruf Lotion is going big; it's a perfect protection for Fair-glare. And the Ardena Sensation Salve treatment lives up to its name.

While you are at the Fair, watch your skin for (Continued on page 72)



## Learn These Beauty Truths

*There is no "magic" in attaining skin beauty, and there is no need for it if you use HARRIET HUBBARD AYER preparations.*

*A beautiful skin is a well cared for skin. It is clear, firm, fine-textured. It has a transparent radiance and a vital undertone. The one sure way to guard this beauty, and to promote it, is to use only the purest, the best, the scientifically correct. And by every beauty standard in the world, HARRIET HUBBARD AYER preparations are, and have been for a generation, perfection . . . in quality . . . in utmost effectiveness.*

*Yet, these products are not expensive. Use them faithfully each day, and you are guarding your beauty easily, effectively and economically.*

**LUXURIA . . . foundation for beauty . . . to cleanse, clarify and soften.** 45c, 85c, \$1.95, \$2.75.

**SKIN & TISSUE CREAM . . . to help smooth out wrinkles and keep the skin firm.** 85c, \$1.65, \$4.40, \$7.15.

**EAU DE BEAUTE Astringent Tonic . . . to reduce the pores and brighten the skin.** 85c, \$1.65.

**BEAUTIFYING FACE CREAM . . . the cherished beautifier and base for your HARRIET HUBBARD AYER powders.** 85c, \$1.65, \$4.40, \$7.15.

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## PARIS PANORAMA

(CONTINUED FROM PAGE 45)

jacket. A little hat of plain brown Chantunel, with a dotted veil tied at the back, gave the right finish.

The floral decorations, both in the Russian Church where she was married and at the Ritz, where the wedding reception was held, were extraordinarily beautiful. They were carried out in white lilies, hydrangeas, and gardenias.

### FRENCH DÉBUTANTES

This year, there are a number of ravishing débutantes in Paris. It is very new and strange, you know, for Paris to see girls of eighteen who really look young and who are beautiful both in face and in figure, lively, well-dressed, and amusing; in fact, more attractive than most women of forty (the French idea, usually, of the age of beauty!). Young girls—even after their débuts—have been kept in the background in Paris, so the sudden appearance of these in the limelight created a great sensation.

Dinners and parties were given every night for them, and their beauty made a new topic for conversation. Young men never failed to attend the Bals Blancs, as Paris calls débutante parties.

There are Mademoiselle d'Harcourt, who has her mother's delicate features and her father's distinguished bearing, and Mademoiselle Éliane Raoul-Duval (you will see photographs of both on page 44). There are Mademoiselle Jacqueline de Lubersac, a tall beauty, and the lovely Mademoiselle Marguerite de Caraman-Chimay, with blue eyes and sunny hair; and Mademoiselle Porgès. For France, they are a new type of girl—slim, tall, blond. They have dresses from the *grande couture*. Their mothers are very young and understand youth. Probably, this is the reason for their perfection.

But if the *jeunes filles* were admired, the *jeunes femmes* kept all their importance. The Comtesse Jean de Vogüé is one of them—and also, one of the leading personalities of Paris. Lanvin made, for her to wear at the Ambassadeurs, a sheath of black velvet with a huge collar of white tulle—an amusing combination of the actual mode (the collar) and of the coming mode (the velvet sheath). The Comtesse Hervé Chandon de Briailles, very tall and dark haired, dressed now in Chanel's tulle and organza, now in Patou's printed dress with short velvet jacket, created a sensation at every party she attended. The Comtesse Hervé Chandon de Briailles is photographed on page 45, sipping orange-juice in the Bois with the Comtesse Henri de Castellane and Madame Propper de Callejon.

Big gala dinners were organized at the Ritz, at the Ambassadeurs, at the Pré-Catalan, all through the season, and women were asked to come in a "printed dress," in "black or white," or with plumes and *fanfreluches*. The "feather" idea is gaining apace. The Duchesse d'Harcourt, at Mrs. Trefusis's dinner at the "Tour Eiffel," wore a lovely black velvet beret trimmed with enormous birds of paradise, which, incidentally, will be the inspiration of many future hats.

The Marquise de Paris wore an ex-

tremely becoming big ostrich-trimmed sombrero from Reboux—you can see it in the photograph at the left on page 44. And, at one of the dinners at the Ambassadeurs, the Comtesse de Solages wore a black tulle dress with a half-necklace of pink feathers—a model from Maggy Rouff. This, too, is illustrated on page 44, in the photograph at the lower left. In the centre of the same photograph, you will see the Comtesse du Luart de Montsaunin in a pink organdie ensemble from Lecomte, while, at the right, the Comtesse de Cossé-Brissac is wearing a Vionnet dress of white *romain crêpe*.

### PARIS THEATRES

When the Parisienne was not attending parties at the Ambassadeurs, the events in the theatres took up much of her time. Tilly Losch was the great dancer of the season. She appeared in "Errante," with décors by Tchelitchev, and in "Les Sept Péchés Capitaux," with music by Kurt Weill. Both of these presentations created a great deal of discussion. People loved them and criticized them. "Errante" is a pantomime of a young lady who can never reach her dream. Nude figures, veiled in trailing white or black chiffons, weave to and fro about the stage, and Tilly Losch (the errant lady), in a clinging dark blue dress with a train more than ten yards long, tries vainly to reach or stop them. There is an effect of moving shadows against a plain white background, and the whole inspiration is very *Loie Fuller*.

Another ballet, "The Seven Capital Sins," is the image of poverty and despair. In it, there are seven big paper doors out of which come the Sins—and a kind individual explained to me that Tilly Losch, the heroine, is saved from one sin by another one. She would like to eat a full plate of ripe fruit, but she must dance and look very slim, so she resists the temptation of good food just for the love of money. She would like to steal her best friend's admirer, but laziness keeps her away from such silly efforts; and so on. At the end, she jumps through the door of Envy, and all the Sins, dressed in rags and holding their masks at the top of long sticks, come in and dance—a very dramatic effect. At the same theatre—the Théâtre des Champs-Élysées—, Tamara Tomanova and her partner, Roman Jansky, were the stars of "Mozartiana," the ballet costumed by Christian Bérard, executed by Madame Karinsky, and produced by Edward James.

Back-stage, after the ballets, Tilly Losch—beautiful, panting, and energetically combing her hair away from her flushed face—was to be seen surrounded by admirers. Most of them then went on to supper at Fouquet's or the Capucines, or at the Comtesse Jean de Polignac's house, where discussions went on . . . and on.

At the Châtelet, every one applauded the ballet, "Scuola di Ballo," decorated by the Comte Étienne de Beaumont. Massine, in a pink jacket and striped trousers, danced every one's heart away.

No, Paris is not dull. Nor, one suspects, will it ever be.



YOUNG GIRLS  
SHOULD BE TOLD THE

Facts!



Although even their mothers may hesitate to discuss so delicate a subject, young girls should be told . . . spared the humiliation that too often comes from ignorance.

To be fresh and sweet every day of the month, a woman must take extra precautions at certain times. For almost twenty years, fastidious women have used a touch of dainty EVERSWEET Deodorant Cream on sanitary pads to avoid the risk of tell-tale odor.

See that your daughter has her own jar of EVERSWEET. Explain the importance of using it regularly in this way. EVERSWEET is harmless to fabrics . . . does not interfere with perspiration . . . is soothing to even the most delicate skin.

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. . . this issue of Vogue on Page 10. Here you will find Vogue's Shop for Shelter page with listings of apartments and town and country houses in attractive locations.

• When you Shop for Shelter in Vogue you save time and energy. Our Real Estate Department personally investigates each apartment and town house, and, whenever possible, each country house advertised in its pages. You can be sure they are as represented.

• These properties come up to the standards of smartness and good taste upon which Vogue itself operates.

• If you don't find on the page just the type of house or apartment you are looking for, write to us. We may know of others that would interest you.

• Address your communications to Vogue's Real Estate Department, 420 Lexington Avenue, New York City. Telephone Mohawk 4-7500.

HATS ARE TRIMMED

(CONTINUED FROM PAGE 18)

attempt to make false hair. With it, she fashions a cap-like hat ending in a very chic little "cow-lick" formed by the remnants of the yards of ribbon that make the hat. Also, her brimmed hats often have a crown of this—like the one called "Vogue" illustrated on page 17—and, in every case, they are frightfully becoming. You can have red hair to match your own, or blond, brunette, or jet-black hair. But, of them all, the grey hair is perhaps the most fascinating. Another wonderful stuff utilized by Madame Agnès is elastic velvet. No one would suspect this material of being elastic, yet it has all the comfort that only an elastic material can give.

THE BERET IN ANY FORM

All of these hats—the soft ones made after the manner of dressmaking—are so easy to pack that no woman should be without at least one of them in her wardrobe. Everywhere, one sees hats that are as easy to pack as handkerchiefs or scarfs. That was always true of the old beret, but it is equally true of this new beret, which is big and trimmed and sophisticated—and in most cases almost unrecognizable as a beret. (Its grandmother was a beret, all the same.) Patou has a stitched satin one trimmed with cream coloured aigrettes (and, of course, there is an imitation aigrette

for American consumption) that is very chic for afternoon or evening wear.

NEW HATS, NEW COIFFURES

Louise Bourbon has put a wide brim on a sophisticated beret crown—a very clever arrangement, shown on page 19. This hat is worn over the right eye, as are Marie-Alphonsine's hats—and, indeed, all the soft-fashioned hats already mentioned at Rose Descat's and Reboux's. This means that the wearer's hair must be arranged with a cascade on the left side. In other words, hair-dressers take note and feature the left side of the head.

Double-faced felt, with a velvety side and a smooth side, is much used in the new hats—in Patou's brown hat with a visor, and in a sports hat from Marie-Alphonsine of tête-de-négre double-faced felt that resembles, on the top side, the surface of shaved lamb. Many of these new materials are *impermeables*—in velvets, felts, and tricots—for such are the wonders of modern invention.

Fashion is still very elastic, and, to be the "last word," one must have a little of everything—a big-trimmed hat, a soft hat, a shaped hat with a little brim—all trimmed and all showing a little colour—the extra touch of the flower in the buttonhole, as applied to the head.

"HIM"

Important



There's a certain charm... a certain quiet self-confidence that really "nice" people always have.

Sometimes it's the right expression, or possibly a nicety of dress that identifies the woman who "belongs." With good taste and a sense of discrimination, she does the right thing instinctively.

So, it is not surprising to find that these women of fastidious taste consider Pears' Soap one of those important refinements that add to pleasant living.

To be sure, it costs a few cents more—but so ridiculously little more, you are amazed at its modest price. If you want the soothing, invigorating help only Pears' can give your complexion—get a cake today! At all drug and department stores. Unscented, 15¢. Scented, a bit more.

Today's well-bred people have the same friendly feeling for Pears' that their forbears had when the slogan of the day was:

Good morning!  
Have you used  
Pears' Soap?

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

250 . . . . .	\$2.	6414 . . . . .	\$50
251 . . . . .	2.	6415 . . . . .	.75
252 . . . . .	2.	6416 . . . . .	.50
253 . . . . .	2.	6417 . . . . .	.75
254 . . . . .	2.	6418 . . . . .	.25
S-3652 . . . . .	1.	6419 . . . . .	.25
S-3653 . . . . .	1.	6420 . . . . .	.75
S-3654 . . . . .	1.	6424 . . . . .	.75

In Canada all 25 cent patterns are priced at 30 cents and all 50 cent patterns, 55 cents.





THESE are the products advertised in this issue—with a brief word of what you'll find in each advertisement.

You doubtless know just where to buy this merchandise. But if you should have difficulty in finding any of it, write Vogue Information Service, 420 Lexington Avenue, New York City, and we will see that the advertiser sends you the address of the buying-place nearest you.

## THINGS TO WEAR

BLUM'S-VOGUE  
A mink coat of great beauty. Page 58

FOOT SAVER SHOES  
Fit the active foot. Page 5

LILLY DACHÉ, INC.  
Chapeaux. Page 11

JAECKEL  
Coat of natural mink. Page 70

CHAS. A. STEVENS & CO.  
An Autumn ensemble. Page 66

VANITY  
Customode shoes. Page 11

## FOR BEAUTY

ELIZABETH ARDEN  
Two new ideas. Page 61

HARRIET HUBBARD AYER  
Beauty truths. Page 69

EVERSWEET  
Deodorant cream. Page 71

LAMBERT PHARMACAL CO.  
Listerine ends halitosis. Page 1

LEVER BROS.  
Pears' Soap for the fastidious. Page 71

LEVER BROS.  
Lux Soap. Page 67

POND'S EXTRACT CO.  
Under and outer skin creams. Page 62

POND'S EXTRACT CO.  
A new face powder. Page 63

J. SCHAEFFER, INC.  
Custom permanent waves. Page 11

## FOR THE HOUSE

CAMPBELL'S SOUP  
Recipe for jellied consommé. Page 59

CANNON MILLS  
Nautical beach towels. Facing 72

THE GORHAM COMPANY  
26 Gorham patterns. Page 14

H. J. HEINZ COMPANY  
Vinegar—one of the 57. Page 65

WAMSUTTA MILLS  
Wamsutta sheets and pillow cases. Page 2

## TRAVEL

CUNARD  
Around-the-world cruise. Page 12

DOLLAR LINE  
Thru the Canal to California. Page 8c

## THIS AND THAT

AMERICAN TOBACCO CO.  
Lucky Strike cigarettes. Back Cover

ANHEUSER-BUSCH  
Budweiser bottled beer. Facing 64

AXTON-FISHER TOBACCO CO.  
Spud mentholated cigarettes. Facing 1

COCA-COLA  
A refreshing drink. Page 3

PIERCE-ARROW  
The wide-apart headlamps. Page 8b

THE WEDDING EMBASSY, INC.  
Service for the bride. Page 64

MARGERY WILSON  
A finishing school at home. Page 70

CLASSIFIED

SCHOOL & CAMP DIRECTORY Pages 8-8a

VOGUE'S ADDRESS BOOK Pages 8d-9

VOGUE'S TRAVEL DIRECTORY. Page 8b

SHOP FOR SHELTER. Page 10

## SHOP-HOUND GOES TO CHICAGO

(CONTINUED FROM PAGE 69)

changing body tones from exposure to the sun. Should you get confused about your make-up scheme, it can all be straightened out at Dorothy Gray's. Here you will find an innovation—a Colour Diagnosis Room. The consultant will show you just what shades of make-up harmonize with your own skin tones.

As cool as lime sherbet is the lovely salon of Helena Rubinstein—the house with the little green garden and the pool. Here, every effort is made to restore "Fair Feet and Fair Faces"—you may stagger in feeling a hundred and eight, but you come out completely made over. Hair, hands, face, body, and—so desperately important, feet—all given a new lease on life. A lamp treatment, under proper supervision, will rest taut nerves; an herbal masque for the face will take lines and years away and restore a clear glow to the skin. An extremely able chiropodist will treat you with special soothing and cooling foot lotions.

### LOCAL HOT SPOTS

The Sea Dog Inn is a new place that has become a sudden rage with Chicagoans. Go to the Wrigley Building landing, take a ferry marked Sea Dog Inn, ride for what seems hours and hours, and end up about two blocks from where you started in actual distance. Here, you find what appears to be the veranda of a warehouse, decked out with tables and umbrellas and presided over by two amiable young men. There is much *joie de vivre*, accelerated by hot-cha from black boys with home-made instruments.

The Empire Room at the Palmer House is a great mixture of out-of-towners and Chicagoans, and they all like the entertainment. The show is excellent, with Veloz and Yolanda. Dinner is good, and the dance music romantic-making. The show is late, but worth staying for.

Maybe you have some old memories of the Sherman House. Prepare for modern surprises! Amazing murals meet the eye on most floors, and there are rare suites hidden away for private parties—the Bullfight Room, and the Police Gazette Room. You must have lunch at the Snack Bar, where they know their onions about hors-d'œuvres. In the evening, Buddy Rogers presides over College Inn—where you'll find good food, lively music.

Chez Paree has Helen Morgan, and the show is good. You go there in the same spirit as you would to the Paradise on Broadway.

If you feel like getting all done up in white organdie and swooping around a good dance floor, go to the Congress, where you will find Vincent Lopez in an air-cooled room, with lovely ladies and men in white flannels apparently enjoying the music hugely. You might try the Hawaiian Room, too. (On the way, stop down the corridor at the merry-go-round bar.) Carlos Molina provides strange music in the Hawaiian room, also air-cooled.

No. 225 "East" (Superior Street, if you must know) is very N. Y. nightclub, the resemblance enhanced by probably the smallest dance floor in Chicago.

And for out-of-town noise, there

are The Dells with Ted Lewis; the Villa Venice; and Lincoln Tavern.

Out-of-town friends are descending in hordes, and Chicago is being most hospitable about them. You'll find people eager to give you guest cards, particularly to the Fair Clubs.

At the Fair, you've already read of the Century Club, and the Rendezvous at the Streets of Paris. There is also the Malibu in the Hollywood section, and the Congo in the Belgian Village.

In town, The Tavern on the roof of 333 "North," is charming for luncheon on Saturdays when women are allowed, and grand for dinner any night.

The Saddle and Cycle goes on being the smartest place in town. Try to arrange to go on a Thursday night, when there are "maids'-night-out" parties. After you've tired of long cool drinks at the pool's edge, you have a buffet supper, all very informal.

The Casino is quiet, but charming, and Mrs. Carpenter's decorations should lure any one thither. The famous feather murals, by the way, were done by Nicholai Remisoff, the Russian artist who has made the delightful sketches on pages 52 to 55.

### JUST FOOD

The Blackstone for luncheon: Chicago's best dowagers have refused to give this up. It has the charm of the old Plaza in New York and is very apt to have tables of local celebrities.

The Drake: A choice of dining-rooms—buffet lunch in the grill-room is the hang-out of young blades with offices near-by. The Cape Cod Room is full of atmosphere and has delicious seafood. The summer garden has dancing in the evening.

Ireland's: The old seafood place, not a bit smart, but try it on a yellow perch day, and you'll never forget it.

Zum Rothen Stern: Papa Gallauer still presides, though his boys have graduated from Yale long since. The same German gnome screen, the same German food.

Ciro's: Small and chic, under the Opera Club on Walton Place. Delicious French cuisine.

L'Aiglon, and Jacques: Both convenient, with first-rate French cooking.

Bit of Old Sweden: Best *Smörgåsbord* in town, if you like it.

900 "North": An outdoor restaurant and terrace in the courtyard. Smart for luncheon, or a quiet dinner. The food is good, the service excellent.

If you want to take something home to the wife and kiddies other than a pressed metal ash-tray from the Fair, we have two enthusiastic recommendations. Try Carolyn Wilson at 900 "North," who has Japanese and Chinese things that are *quelques choses*. Look at men's plain kimonos especially, and strange gold jewellery that would be heavenly with dark satins. And don't forget that Yamanaka has a Michigan Avenue branch.

Another treasure trove is Tatman's, where some of the most beautiful china and glass in the world has come to rest—like heavy crystal goblets with dark green swags. These are expensive, but there are many enchanting little oddments.

This subject has not been exhausted, but—Good Heavens—we are!



## Latest Paris Cable

### Corsets

SECRET OF NEW SHEATH SILHOUETTE IS COMPLETE ABSENCE OF DIAPHRAGM WITH BOSOM WELL LIFTED, GIVING ILLUSION OF LONGER UNDERARM LINE TO NARROW WAIST ABOVE NATURAL CURVING HIPS — CADOLLE AND GLORIANE MAKING BRASSIERES POINTING SLIGHTLY UPWARD — NO GREAT CHANGE IN CORSETS, MOULDED PRINCESS LINE BEING OBTAINED THROUGH DRESS CUT — MAINBOCHER'S MANNEQUINS WEAR LASTEX SATIN GIRDLES; SCHIAPARELLI'S VASSARETTES; AUGUSTABERNARD'S ORDINARY GIRDLES, OVER WELL NOURISHED BUT SLENDER FIGURES, MAINTAINED BY EXERCISE.

### lingerie

UNDERSTAND SCHIAPARELLI AND CHANEL ARE MAKING SEPARATE EVENING PETTICOATS, SOME WITH DUST RUFFLES, IN SOFT OR CRISP SILKS, FITTED AS CAREFULLY AS DRESSES.

### Resort and Sportswear

AT TENNIS SIMPLE SHIRTWAIST DRESSES IN PALE COLOURS SEEN, ACCENTUATING STRONG RETURN OF TWO-PIECE SHIRTWAIST DRESSES EVERYWHERE — NEWEST OUTSTANDING RIVIERA COSTUME SHORT-SLEEVED SHIRTWAISTS WITH MATCHING OR CONTRASTING SKIRTS IN COOL FABRICS; EXAMPLE, PINK LINEN SHIRT, PETER PAN COLLAR, WHITE BUTTONS, MATCHING SKIRT BUTTONED DOWN FRONT — SAME SHIRTWAIST COSTUME FOR AFTERNOON IN COOL PRINTED SATINS — CLASSIC PYJAMAS CONTINUE, BUT BEACH DRESSES GREATLY INCREASING EVEN FOR TENNIS — FANCY SWEATERS CEDING TO NEW SHIRT FASHION IN SIMPLE TAILORED KNITED OR JERSEY BLOUSES, SWEATERS, COWBOY, POLO SHIRTS, ETC. — AT LE TOUQUET MANY CHIC MANNISH COLLARLESS SINGLE BREASTED JERSEY CARDIGANS WITH TWO, THREE, OR FOUR POCKETS IN DARK REDS, GREENS, BROWNS, BLUES, WHITE; OFTEN WITH SLEEVES TURNED BACK ABOVE WRIST-BONE, SHOWING CONTRASTING STRIPED SATEN LININGS — WORN WITH STRIPED SHIRTS, TURTLENECK SWEATERS, POLO SHIRTS, PLAIN OR PLEATED SKIRTS, MANNISH HATS — OXFORD STUDENTS REPLACING GREY SLACKS WITH GREYISH GREEN FLANNEL — THIS ALSO SEEN AT LE TOUQUET IN SKIRTS AND JACKETS, SOME COMBINED WITH CYPRESS GREEN TWEED COATS OR ACCESSORIES; ALSO GREEN FELT TYROLIAN SPORTS HATS.





# Mdivani Hutton Wedding



1



2



3

Our Paris staff sent us these sketches of the Mdivani-Hutton wedding, and we pass them on to you as significant high fashions with a future. 1. The jabot neckline gives the new chesty look. A lace suit was unusually smart. Dirty rose with brown accessories.

Velvet coats were worn by several guests. 2. Blue velvet coat over a dress of heavy white crepe. Blue curly feather toque. 3. Brown velvet coat. Dull pink crepe dress. Orange velvet hat and bag, — a trend to watch. Brown gloves and shoes. An interesting colour combination.

4. The bride achieved an unusual and distinguished effect by draping her veil from this beautiful Cartier comb of blond tortoise-shell and diamonds. It is said that she picked up the original somewhere in the Malay States, while on her trip around the world, and had it copied.





Blouses and skirts for formal wear. 5. Striped organdie blouse in blue and white. Dark blue organdie skirt. Small flower crowns with tulle tops are smart in Paris. 6. White crepe blouse. Black skirt. White Reboux hat and black gloves.

7. A beautiful Vionnet dress in corn-yellow. A lesson in how to broaden the figure at the top without tricky shoulders. An orange accent occurs in the scarf and in the crown of the big yellow hat. Gloves and shoes of soft yellow suede to match the dress looked new.

8. This wedding guest also chose dusty pink with brown for her simple crepe dress, with cape trimmed in sable. Her large brown felt hat had one silly little flower perched on top. Watch large hats, even for autumn, on this kind of occasion. With them, flat neck-lines like this.



# From the Service Bureau Mail Box



QUESTION. Is there any change in skirt and coat lengths for fall?

ANSWER. The fashion trend is toward longer skirts. One reason for it is the success of the swagger or shorter coat, and another the importance of the incoming tunic fashion. This type of costume cuts the figure in an ugly way unless the skirt underneath is lengthened. The smart new lengths for autumn are:

General daytime dresses -- 8 to 9" from the floor.

Suits, sports and runabout dresses -- 10" from the floor.

Afternoon dresses -- From 5 to 8" from the floor, depending on the degree of formality of the dress.

Coats -- 8" from the floor.

Evening dresses -- Nothing shorter than instep length; an increasing number of trains.

QUESTION. What is Vogue's opinion of satin?

ANSWER. Vogue believes that satin daytime dresses have been so popularized to date that they will not continue as a strong fashion for autumn. It is our opinion that satin now looks smarter as a trimming or accessory accent, rather than as an entire dress. (See page VI for illustration of this point.) On the other hand, satin for evening will maintain its important position, from both a fashion and a selling standpoint.

QUESTION. What is Vogue's opinion of velvet?

ANSWER. Vogue has never believed in trying to sell women velvet dresses in August. This is a typical and classic late autumn and early winter fashion. To try to force it before its time is to run the risk of spoiling its selling appeal for the entire season. For immediate promotion, Vogue suggests velvet as an accessory and millinery fabric. In this connection, orange is a new colour note. (See page II, orange velvet hat and bag.)

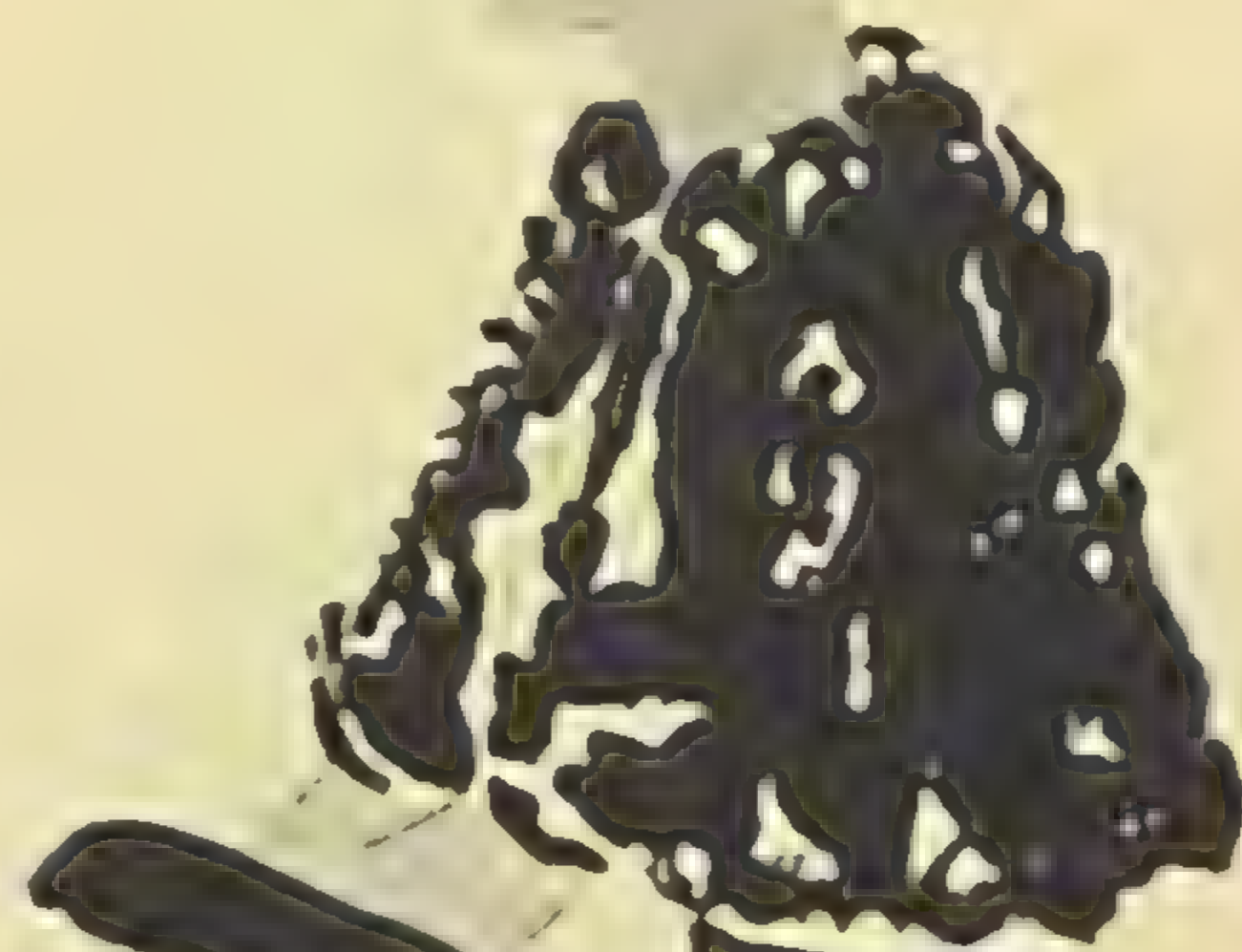
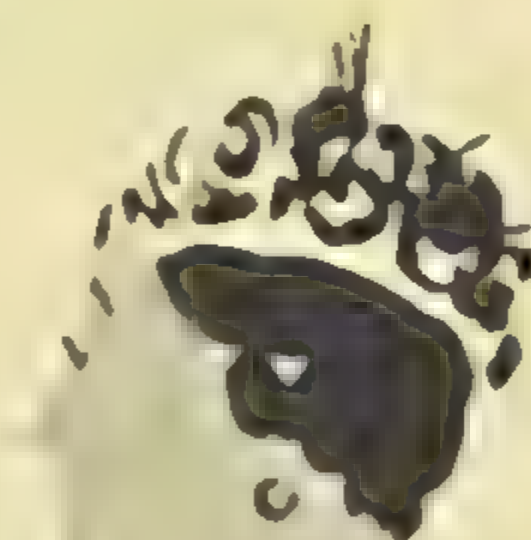
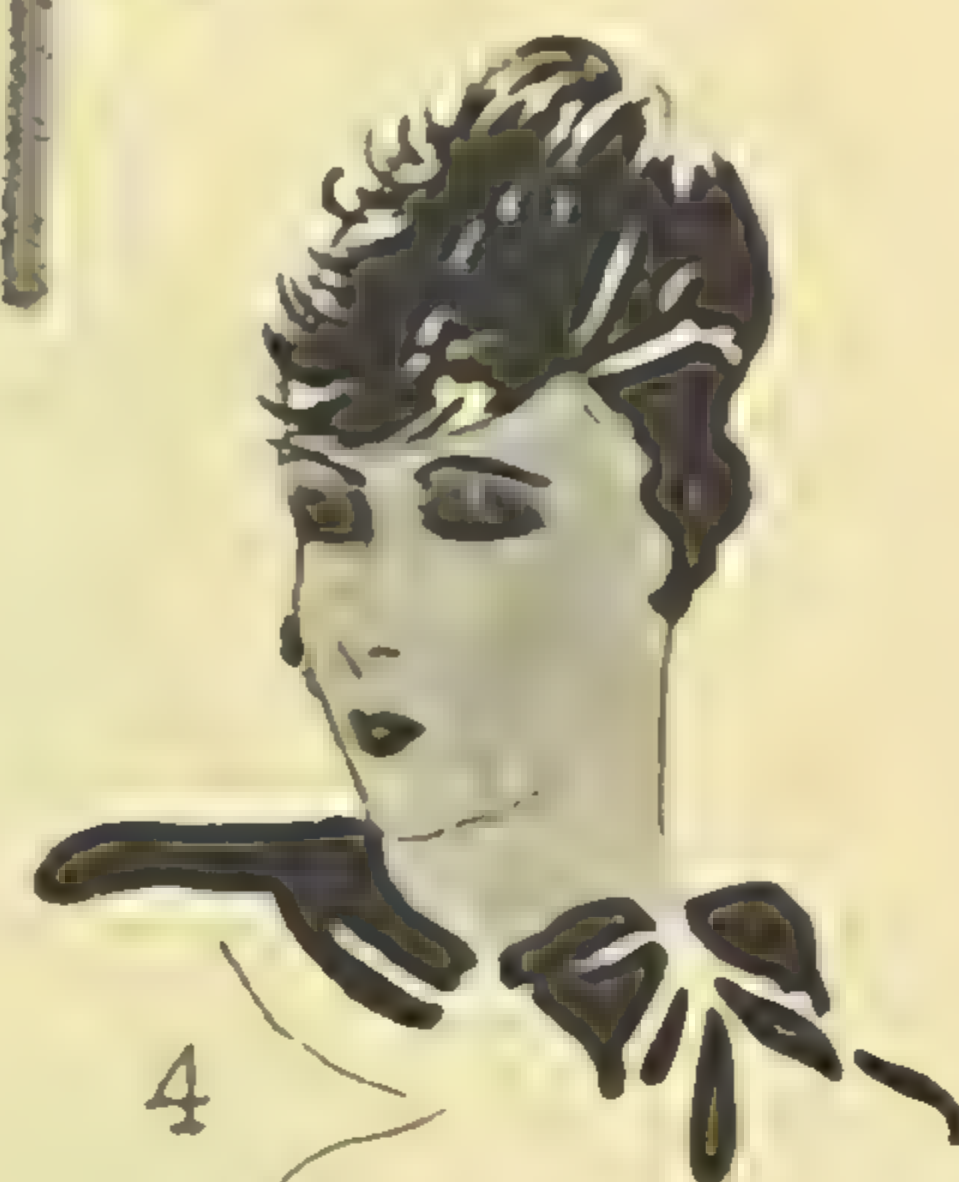
As an original suggestion for immediate promotions on velvet, Vogue offers the double-duty velvet coat. (See also page II for two examples of this.) It should make a perfect afternoon or evening wrap. One way to put it over might be to create three-piece party ensembles -- an afternoon dress and a dinner dress, both to be worn with the same velvet wrap. After all, the five o'clock or formal afternoon dress has been a consistent success for several seasons. Yet the problem of what wrap to wear with it has never been satisfactorily solved. Here is a possible answer.

As an afternoon and evening dress, also an evening wrap, Vogue believes velvet will keep its place as a classic fashion, beginning in late September. If anything, trends are more in its favour than usual. For one thing, velvets themselves are more varied and lovely than heretofore. For another, all the talk about the revival of elegant toilettes points to velvet.





# Now about 1910



5



6

Just for fun, we looked up some 1910 issues of Vogue to see if the fashions of that year had so much in common with the mode for autumn 1933 as all the advance reports from Paris would have us believe. The answer is "Yes". Try the experiment yourself and see. You'll find bound copies of 1910 Vogues in the magazine room of any public library. Better still, if you have in your archives examples of fashion advertisements your store ran in 1910, reproduce them in your fall campaign.

1. Draped black velvet turban with black ostrich. Sketched in Paris on a famous lady of fashion. In the January 1, 1910, Vogue, on page 6, we find a very similar sketch with the caption, "Very Oriental in effect are these turban head-dresses".

2. Large black hat from Reboux with black and orange ostrich trimming. 3. Also a big black hat with orange bird of paradise. Seen at the Polo and Grand Prix. Hats of these proportions with all varieties of feather trimmings appear in the January 1, 1910, Vogue. In this issue, ostrich is called "the most graceful of plumage garniture".

4. Black glycerined ostrich, swirled toward the front. 5. Curly ostrich feathers for both cape and toque. Everywhere one looked at the Polo and Grand Prix -- feathers! Every hat in the 1910 issues of Vogue was laden down with feathers.

6. Large muff and tie scarf of breitschwantz and black fox. Seen on a smart Parisienne. Large pillow muffs of this type were fashionable in the fur mode of 1910.



# Accessory Ideas



There is a constantly increasing interest in accessory ensembles. Those stores that have established main floor shops featuring unusual accessories have been very successful with them. This sort of promotion is ideal for late summer and early autumn, when the weather is still hot enough for summer clothes and yet when every woman is anxious to inject a fall note into her wardrobe at a minimum expenditure.



The first sketch at the upper left offers an interesting suggestion for this sort of thing. A striped velvet scarf and matching gloves, which would do wonders toward changing a dress from a late summer into an early fall model. Next, a printed satin bag and scarf. Very smart to wear now for afternoon, or later with fur coats. These are just two of many novelty fabrics for accessory ensemble selling.



Feathers show no sign of diminished popularity. They are being worn in a slightly different way, however -- that is, to accentuate the chesty look, rather than to carry out the exaggerated shoulder line which is now disappearing from the evening silhouette. First sketch, blue ostrich feathers on a pink velvet scarf. Second, orange coq feathers in a bow effect at the neck of a pleated white velvet cape. Third, two little feathers are even used to trim an evening bag.



Though we may soon grow tired of satin for day dresses, it will undoubtedly continue very smart as a trimming and accessory fabric all through the autumn. At the races this black satin blouse and gloves were worn with the white crepe suit, left, making a striking ensemble.



# Fashion Points

—yours for the asking

\*Vogue says: "There's an epidemic of berets in Paris."

\*Vogue says: "Velvet hats will be everywhere."

\*Vogue says: "Alaska sealskin this year is young enough for any débutante."

\*Vogue says: "Warm grey furs will be tremendously smart."

The four quotations above, marked with stars, have been reproduced on attractive "Vogue says" display cards, suitable for either window or departmental displays. Stores desiring these cards may have them on request without charge. Address a note or post card to Vogue Editorial Service Bureau, 420 Lexington Ave., New York.

## Fashion points that may be quoted in advertisements

### For the sportswear buyer:

Vogue says: "Striped woollens are autumn news."

Vogue says: "We're going to serve a long term wearing stripes."

### For the millinery buyer:

Vogue says: "The crown with a big tuck down the centre front is smart for sports and formal hats."

Vogue says: "Late in the afternoon, the wide-brimmed 'Lady Lou' hats will sweep into power."

Vogue says: "Newest for sports are Talbot's soft stitched sailors of velvet or felt."

Vogue says: "The great excitement of the hat world is trimming."

### For the children's wear buyer:

Vogue says: "Eton suits—a schoolboy classic—are new in corduroy."

Vogue says: "From four to fourteen, nothing is nicer than a pleated plaid kilt and dark blue sweater."

Vogue says: "Sailor suits have returned triumphantly for both boys and girls."

Vogue says: "Little girls love guimpe frocks."

### For the evening dress buyer:

Vogue says: "Remember the everlasting glory of black and white."

Vogue says: "Remember the importance of shiny black satin evening dresses."

### For the fur buyer:

Vogue says: "Black baby lamb is the quintessence of town distinction."

Vogue says: "Leopard is the king of sports furs (and just as good for informal wear in town, too)."

Vogue says: "The rising fur market has stopped being a rumour, and it won't do, now, to wait for Christmas morning."

Vogue says: "Buy from a reputable house, for there are more tricks in the fur trade than in most."

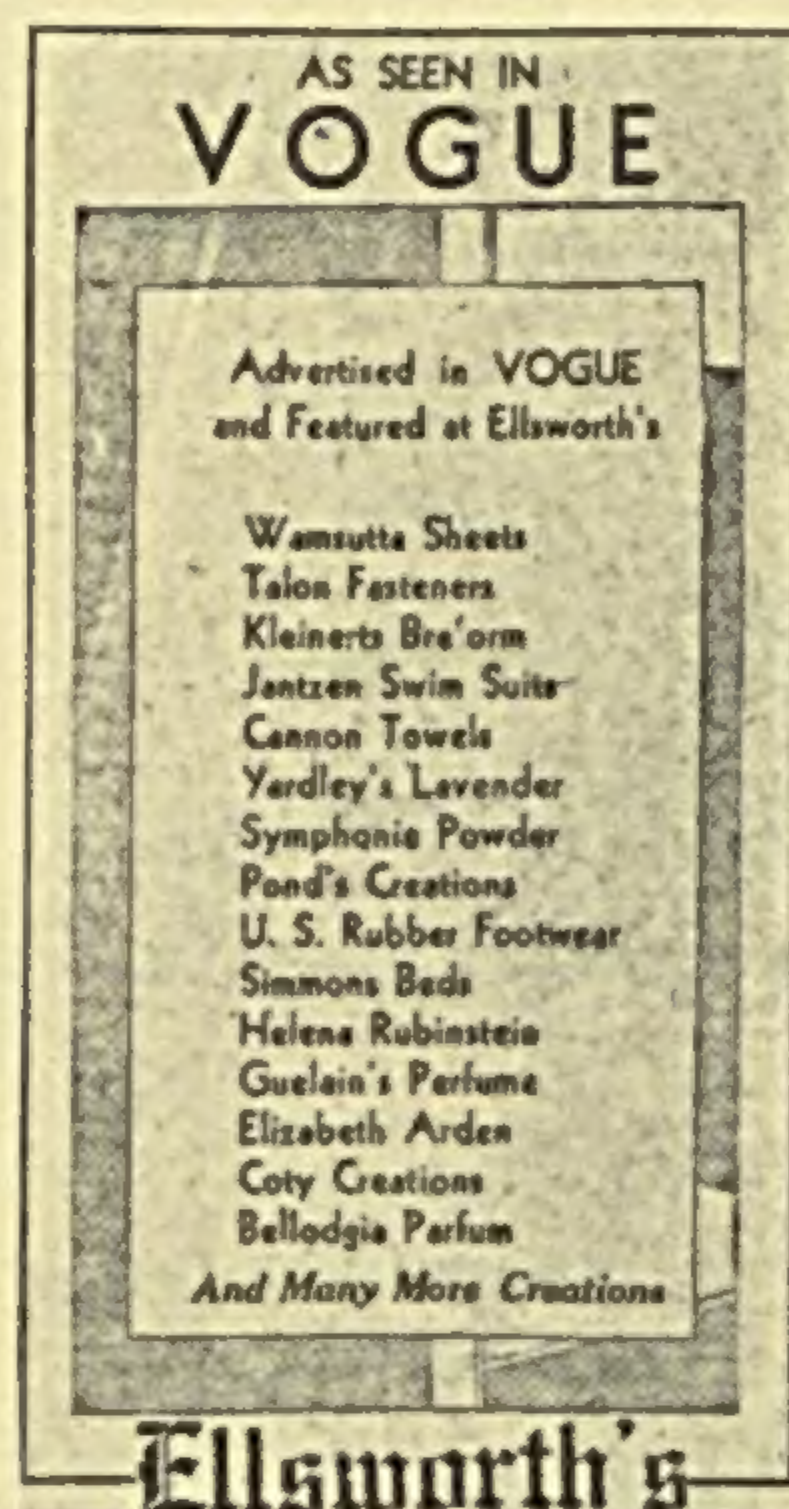
Vogue says: "Kidskin, used in narrow strips, has enormous chic."

Vogue says: "The short swagger coat can be done beautifully in inexpensive furs."

It is important to note that only the quotations given on this page may be quoted by stores. Without specific written authority from Vogue's Editorial Service Bureau, no store may select its own quotations from the magazine for advertising purposes. The entire contents of Vogue, including Fashion Points, are copyrighted, 1933, by the Condé Nast Publications, Incorporated.



## USING VOGUE TO PROMOTE FOR PROFITS



• "We consulted Vogue's Paris sketches, then we designed these satin bows and scarfs to be worn with big jeweled brooches", says the card in the Stern (N. Y.) window illustrated at the left. Many buyers consult this unpublished Paris service in our New York office and get constructive ideas from it.

• September 5th to 9th is Vogue Shopping Week, as we told you in the August 1st Trade Edition. Have you ordered the "As Seen in Vogue" display cards for the merchandise you will want to feature at this time? The reproduction of Ellsworth's ad shows how one South Bend, Ind., store believes in the Vogue idea.

## RÉSUMÉ OF THE CONTENTS OF THIS ISSUE

**Suits.** Page 25. Ensembles are being worn again. Striped woollens are increasingly important.

Page 29. Augustabernard applies fox shoulder straps to a purplish-blue suit.

Page 34. Black velvet with a 1910 aura.

**Millinery.** Page 17-21. Hats from Paris.

Pages 28-29. The beret takes exaggerated forms.

Page 33. Medium or wide brims, or none at all.

Pages 42-43. Gay feathers to add height. The square look is new.

Page 46. The "Lady Lou" hat which has taken Paris by storm—prophetic of large velvet hats for winter.

**Furs.** Page 28. The silver fox cape continues.

Page 29. Brown astrakhan is very smart.

Page 41. White ermine in a casual treatment.

Pages 42-43. This year's preferred luxury furs.

Pages 47-49. A portfolio of inexpensive furs.

**Evening wear.** Page 32. Vionnet's masterly handling of vivid colour schemes.

**Dresses.** Page 34. Black velvet and plaid taffeta.

Page 35. The new chesty look.

**Children's wear.** Pages 36-37. Even very young moderns go in for "specialized" clothes.

Pages 38-39. Back-to-school clothes.

## TRADE EDITION—A SPECIAL SECTION FOR MERCHANTS

Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue if their subscriptions are placed direct with the publisher—not through any agent or agency.

Trade subscribers are also invited to consult us either in person or by letter, on questions of fashion, merchandising and promotion. For information on any trade question write to Vogue Editorial Service Bureau, 420 Lexington Ave., New York.

The purpose of the Trade Edition of Vogue is to summarize all the information contained in the magazine in brief and practical terms.

It also anticipates, with advance news and illustrations, trends that will affect the merchandising of future fashions.

**AUGUST 15, 1933**



# We're going down to the sea in style . . .



Color composition by Virginia Hamill

Shopping selection by Clare Elliott

Water color sketch by Dilys Wall

**Miss "A"** wears a flaming red jersey beach suit with brassiere back, skirt and shorts . . . \$10.50 at Best & Co. The towel on her arm is Cannon's "Anchor," in maize.

**Miss "B"** has a gay plaid beach dress of cotton tweed, and a pie-crust sun-hat of natural straw with red rope trim . . . Dress, \$10.75—Hat, \$3.50 at Bonwit Teller. Her towel is a new checkered idea by Cannon. While the

jade towel on the beach chair (at the left) is Cannon's "Nassau."

**Miss "C"** wears a sleek suit of white silk matelassé; brassiere top; halter neckline; side-button shorts, silk jersey lined . . . \$8.50 at Best & Co. She sits on Cannon's newest nautical beach towel. Beach umbrella with anchors, especially designed for B. Altman & Co., and \$12.75 to you.

**Miss "D"** has a new blue-and-white swim suit in an accordion weave with white trim . . . \$12.50 at Bonwit Teller. Her big tri-color straw hat with grosgrain ribbon . . . \$1.75 at Best & Co. Over her shoulders, Cannon's peach-bordered "Bermudiana."

**Miss "E"** goes black and white in a tweed knit suit having novelty shorts with Lastex waistband. Her hat is a

"mad-cap" of bright knit wool . . . Suit, \$10.50—Hat, \$3.50 at Bonwit Teller. She carries Cannon's famous "Trojan Horse," in jade.

And, **Mr. "F"** serves as a nice background for all this artistry, since he's found one of Cannon's newest beach towels, called "High Stripes."

**CANNON PRODUCTS AT ALL DEPARTMENT STORES**

## CANNON TOWELS

Towels as above will be found at smart stores and shops from Bar Harbor to Tia Juana. White or bright—prim or brilliant—large, medium or small—they are all real towels. . . . Prices go from 29c to \$1.25 each (beach towels \$1 to \$2.50). Never before such luxury and such swank for so little cash money! . . . Before you leave for the sea, get yours.



“Quality that Charms”



“It's toasted”